



CONVERSION AD Case Study

1 MONTH RESULTS

153
Conversions

\$9.82
Cost Per Result

THE CLIENT



MEET STEVE.

- Steve is the owner of an 8-store group and wanted more quality leads for his stores.
- We worked with Trupayments to install the pixel coding and then built the conversion ad directing customers into the 'Shop By Payment Tool'

WHAT IS A CONVERSION AD?

Conversion ads work with the Facebook Pixel to reach customers who are most likely to convert on the website/digital retailing tool.

- Conversion ads work **best** when synced with a digital retailing tool
- Conversion ads contain a pixel setup to track your entire sales funnel.

CONVERSION AD EXAMPLE

SHOP BY PAYMENT !! You decide how much you want to spend & our tool will find your perfect vehicle ...See more

cdn.trupayments.com
Match a vehicle to your perfect payment! ----> [Learn more](#)

THE FACEBOOK PIXEL TRACKS CONVERSIONS



PERSONALIZED FINANCING FOR EVERY VEHICLE MATCHING YOUR BUDGET!

SHOP NOW

ROI RESULTS!

Number of Cars Sold	57
Number of Cars Sold That Were Influenced From Facebook Ads:	243
TOTAL SOLD:	300
Facebook Spend: (+ Trupayments + RR Fee)	\$14,265.61
Average Cost Per Lead:	\$11.23
Average Gross Per Unit:	\$3718.50
TOTAL REVENUE:	\$1,115,550

EXAMPLE OF RESULTS IN 1 MONTH

Campaign	Results	Reach	Impressions	Cost per result
RR - Conversion - TruPayments ...	153 [2] Website Leads	29,232	75,588	\$9.82 [2] Per Lead