



# LEAD GEN (FORM) AD

## Case Study

### RESULTS

**51**  
Lead Forms

**\$20.44**  
Cost Per Result

### THE CLIENT



#### MEET MARK.

- Mark had over 60 F-150s that needed to be moved at year-end.
- We built them a Lead Gen ad within 48 hours with **awesome results!**
- Customers were able to submit their contact info as well as answers to custom questions within the form.

### WHAT IS AN INSTANT FORM LEAD GEN AD?

An instant form lead gen ad allows you to collect contact information from people who are interested in your business or service.

- you are able to ask custom questions as well as contact information
- you are able to use a third-party tool to connect the lead ad to your CRM

### LEAD GEN AD EXAMPLE



Which vehicle are you interested in?

Select an option

Tell us about your trade, if applicable (Year, Make, Model, Mileage)

Enter your answer.

How much money would you like to put down?

Enter your answer.

*CUSTOM QUESTIONS ON FORM*

### ROI RESULTS!

Number Of F-150s Sold:	<b>19</b>
Ad Spend:	\$4,017
Reach:	15,927
Impressions:	57,683
Link Clicks:	1,205
Number of Leads:	51
Average Cost Per Lead:	\$20.44
Average Gross Per Unit:	\$3,067
<b>Total Revenue:</b>	<b>\$58,273</b>

### RESULTS

Results	Cost per result	Reach	Impressions	Amount spent
51	\$20.44	15,927	57,683	\$1,024.50
On-Facebook Leads	Per On-Facebook Leads			