

MESSENGER AD Case Study

RESULTS





THE CLIENT



MEET GREG.

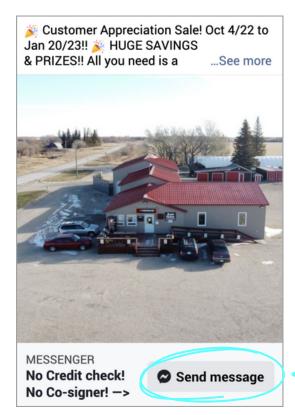
- Greg's customers are unique in that they primarily contact him using Facebook Messenger.
- He needed to meet his customers where they shop.
- We run multiple Messenger ads for Greg and they have an amazing process of communicating with their customers!

WHAT IS A MESSENGER AD?

A Messenger ad sends customers directly into a Messenger conversation with your business.

You can customize a
mini chatbot to collect
information such as
name, phone number
and email before you
speak to your customer

MESSENGER AD EXAMPLE



TAKES THE
CUSTOMER TO
A MINI
CHATBOT IN
MESSENGER
WHERE THE
BUSINESS CAN
THEN INTERACT
LIVE WITH
THEM

HIGH NUMBER OF LEADS TO COMMUNICATE WITH!

LOW COST PER RESULT!

ONE MONTH RESULTS

Campaign	● Results ↓ ▼	Reach =	Impressions 🔻	Cost per result
RR - Amazon of Car Buying - Augus	119 [2] Messaging	21,096	109,947	\$4.12 [2] Per Messagin
RR - Customer Appreciation Jan1	116 [2] Messaging	15,208	82,305	\$2.51 [2] Per Messagin
RR - Winter Roads Customer Appre	<u>87</u> [2] Messaging	8,930	97,925	§3.54 [2] Per Messagin
RR - SUVs - August 3rd	84 [2] Messaging	18,012	100,327	\$5.83 [2] Per Messagin