



MESSENGER AD Case Study

RESULTS

406
Messages

\$4.00
Cost Per Result

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

🎉 Customer Appreciation Sale! Oct 4/22 to Jan 20/23!! 🎉 HUGE SAVINGS & PRIZES!! All you need is a ...See more

MESSENGER
No Credit check!
No Co-signer! →

Send message

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...	87 [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...