



CASE STUDY

An example of a successful marketing campaign, built one brick at a time.

PRODUCT

Veterinary Equipment

CAMPAIGN

Educational Lead Conversion

BACKGROUND

Our goal was to generate new educational leads for a veterinary equipment company in a new target market where they currently had very few.

GOALS & PROCESS

Primary Goal: Convert sign-ups for an educational webinar and begin building a database of leads for our client who was entering a new market.

Timeframe: 2 campaigns targeted at 2 different emerging markets, each series of ads live for 2 weeks.

To achieve these goals, Red Brick Partners identified Facebook ads as strong lead generation channel. We created a custom audience based on the small current audience of contacts within the target market and remarketed to those contacts via Facebook ads. We also created a lookalike audience of that small custom audience and served highly targeted Facebook ads to them.



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RESULTS

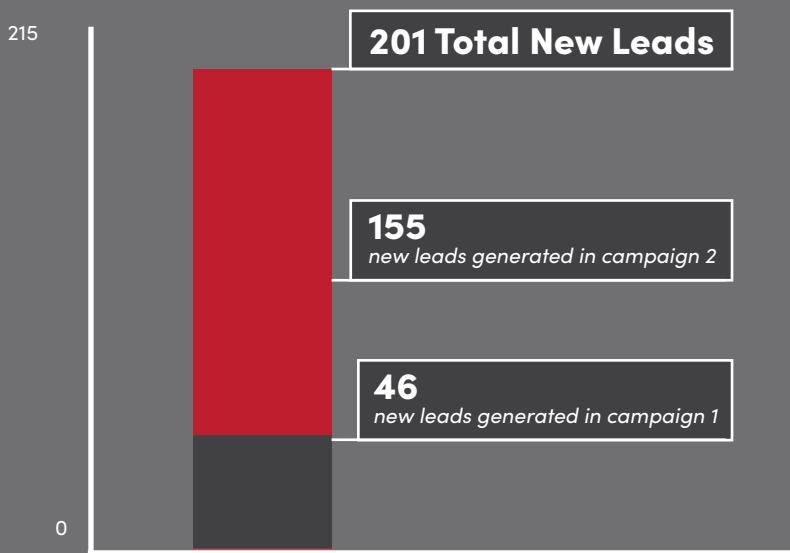
CAMPAIGN 1

- Generated **46** new leads
- Cost-per-lead: **\$7.30**
- **49%** of webinar leads driven from Facebook Ads

CAMPAIGN 2

- Generated **155** new leads
- Cost-per-lead: **\$3.61**
- **59%** of webinar leads driven from Facebook Ads

CAMPAIGN PERFORMANCE



Red Brick Partners generated **201 NEW LEADS** by leveraging Facebook Ads with custom and lookalike audiences.

TAKEAWAY

By leveraging Facebook advertising with custom and lookalike audiences, we were able to drive a high number of new B2B leads to the educational webinar for a lower cost per lead than alternative marketing channels such as paid email.

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