ADVOCATE
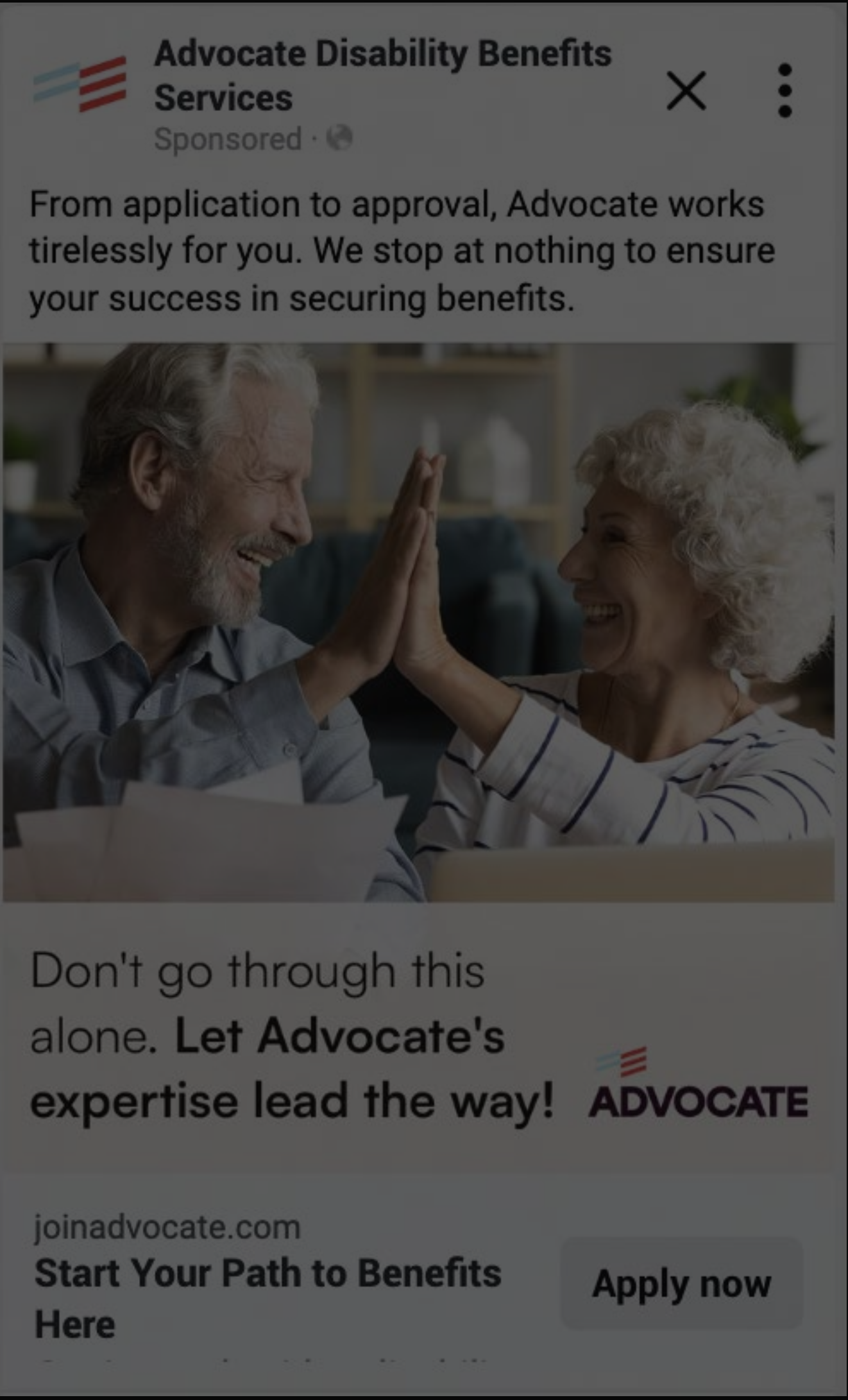
November 2023 Facebook Ad Campaign

Advocate provides SSDI assistance to qualified applicants, helping workers who are sick or injured to receive their disability benefits. The top goal of this Facebook ad campaign was to improve bottom-of-funnel metrics while decreasing costs for cost-based metrics. The main objective was to increase the amount of qualified leads.

KPIs: CPQL - CPL - CPM - CPC
Cost Per Qualified Lead - Cost Per Lead - Cost Per 1000 Impressions - Cost Per Click

Prior top performing Facebook ad

CPQL:$63.44   **CPL:**$27.85   **CPM:**$54.10   **CPC:**$6.78
Stats for November 2023 campaign period

Unlock the **Benefits** You're Entitled to.

Don't Miss Out on Your Earned **Benefits.**

You've Worked for **Years.** Get the **Benefits** You Deserve.

Receive the **Benefits** You've Worked for.

Strategy

The old ads had a good CTR, but did not focus on optimizing down funnel conversions. With this campaign, the idea was to dilute the copy and imagery to be more concise in effort to directly reach more qualified leads. A cohort was created by looking at Advocate's current pool of qualified applicants to determine an average age range and the most typical line of work of qualified applicants. These common identifiers helped inform the copy and creative iterations for the campaign.

The campaign ran for a month and produced a clear top performer that improved each targeted KPI.

Key takeaways:

Trend analysis showed that click-through rate stayed largely unchanged (*.79% to .70%*) however the conversion rate increased substantially (*16% to 49%*)

Visual and copy targeting helped reach new audience shown through a decrease in CPM (*24% decrease*)

A full summary of targeted KPI changes is listed below.

Top Performer: Display_Static_trad-2
Reporting starts: *11/6/23*
Reporting ends: *12/4/23*

CPQL: *$50.64*   ▼ 22.4%

CPL: *$20.84*   ▼ 28.8%

CPM: *$42.57*   ▼ 23.9%

CPC: *$6.07*   ▼ 11.1%

Reporting starts	Reporting ends	Ad name	Ad delivery	Attribution setting	Qualified Leads	CPQL	Amount spent (USD)	Impressions
11/6/23	12/4/23	Display_Display_CoupleHi5_Don'tGoAlone	inactive	7-day click or 1-day view	2	$41.75	$83.49	808
11/6/23	12/4/23	Display_Collage_HardWork_AllAmericanWorkers	inactive	7-day click or 1-day view	54	$63.44	$3,425.85	63327
11/6/23	12/4/23	Display_Static_trad-1	active	7-day click or 1-day view	1	$61.59	$61.59	1623
11/6/23	12/4/23	Display_Static_trad-2	active	7-day click or 1-day view	72	$50.64	$3,646.17	85647
11/6/23	12/4/23	Display_Static_trad-3	inactive	7-day click or 1-day view		$41.14	$41.14	565
11/6/23	12/4/23	Display_Static_trad-4	active	7-day click or 1-day view	1	$85.62	$85.62	10543

Reporting starts	Reporting ends	Ad name	CPM (cost per 1,000 impressions) (USD)	Link clicks	CPC (cost per link click) (USD)	CTR (link click-through rate)	Clicks (all)	Lead	CPL
11/6/23	12/4/23	Display_Display_CoupleHi5_Don'tGoAlone	$103.33	11	$7.59	1.36%	20	2	$41.75
11/6/23	12/4/23	Display_Collage_HardWork_AllAmericanWorkers	$54.10	505	$6.78	0.79%	912	123	$27.85
11/6/23	12/4/23	Display_Static_trad-1	$37.95	10	$6.16	0.61%	17	2	$30.80
11/6/23	12/4/23	Display_Static_trad-2	$42.57	601	$6.07	0.70%	1251	175	$20.84
11/6/23	12/4/23	Display_Static_trad-3	$72.81	7	$5.88	1.23%	10		
11/6/23	12/4/23	Display_Static_trad-4	$8.12	18	$4.76	0.17%	31	3	$28.54