

Noble Pro Dental

Background:

We set up a Facebook campaign with attractive creatives for Noble Pro Dental to generate leads for the client.

55

Increase in Leads

\$15.17

Cost/Lead

Results:

The campaign started generating leads right away. The results of the client's campaign for December 2022 are shown in the table below:

Month	Leads	Cost/Lead	Cost
December 2022	55	\$15.17	\$834.61

Considering the above results, the campaign's success can be attributed to engaging creatives and efficient ad campaign setup and management.

Campaign Performance Overview In December 2022

Cost per result	Reach	Impressions	Amount spent	Leads
\$15.17	6,340	19,472	\$834.61	55 (2)
Per on-Facebook leads	Accounts Centre acco...	Total	Total Spent	Total

Campaign Performance Overview In September 2022

Reach	Impressions	Amount spent	Leads
29,407	78,929	\$2,501.41	45 (2)

In the month of December, the number of leads was **55** at a cost/lead of **\$15.17** on the client's campaign.