



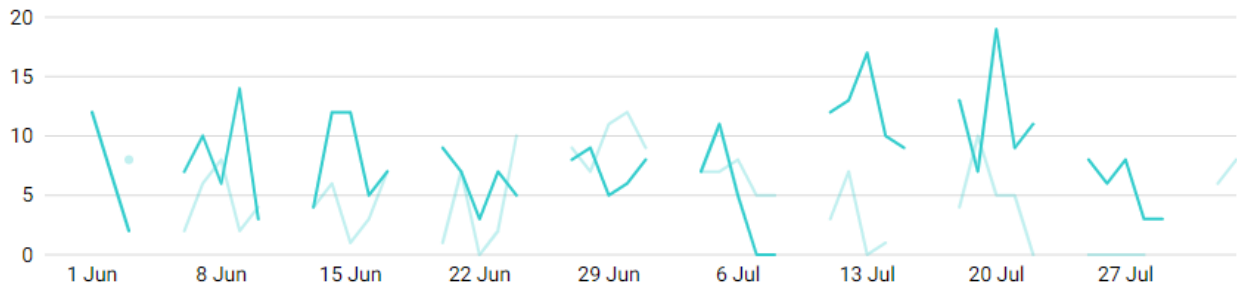
INDUSTRY	WEBSITE	SERVICE
Accounting and Finance - USA	<a href="https://contadormiami.com/">https://contadormiami.com/</a>	Facebook & Instagram Ads
OBJECTIVE	Increasing leads for different services with a low CPA	

Performance overview

Customise Metrics

<b>Website leads</b> <b>341</b> ↑ 69.7%	<b>Per Lead</b> <b>\$5.52</b> ↓ 13.8%	<b>Amount spent</b> <b>\$1,882.64</b> ↑ 46.3%
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Website leads



Date Range: June 2022 to July 2022



## | About Contador Miami

ContadorMiami is a certified accounting firm established in 1976 located in Miami Florida. We have been helping local residents, businesses, investors, and non-immigrants in Latin American countries with top-level quality services adjusted to their needs to stand out and stay organized with their records.

## | Results Delivered

### Campaign Performance Overview

Jun 2022 to Jul 2022

Campaign	Reach	Impressions	Link clicks	CPC (cost per link click)	CTR (link click-through...)	At sett	Leads	Cost per Lead	Applications submitted	Contacts
ST   Contador Miami   Conversion   Remarketing	6,089	93,731	686	\$0.90	0.73%	7..	34	\$18.23	13	13
ST   Contador Miami   Conversion   Interests based	191,801	367,178	2,647	\$0.37	0.72%	7..	215	\$4.59	53	35
ST   Contador Miami   Conversion 2	163,424	289,337	1,261	\$0.22	0.44%	7..	92	\$2.99	24	16

### Ad Set Level Performance

Jun 2022 to Jul 2022

Ad set	Reach	Impressions	Link clicks	CPC (cost per link click)	CTR (link click-through...)	At sett	Leads	Cost per Lead	Applications submitted	Contacts
ST   ITIN   Facebook	62,464	98,238	922	\$0.20	0.94%	7..	103	\$1.75	28	18
ST   Orlando realtors   Facebook	97,632	144,962	475	\$0.21	0.33%	7..	34	\$2.94	8	5
ST   IndividualClients & BusinessClients   Facebook	76,032	114,044	526	\$0.19	0.46%	7..	38	\$2.63	12	9
ST   New Company   Lookalike   Facebook	43,017	78,635	488	\$0.33	0.62%	7..	28	\$5.71	2	7
ST   Tax Return   Lookalike   Facebook	24,016	32,913	430	\$0.34	1.31%	7..	14	\$10.36	4	3
ST   Remarketing   ITIN   Facebook	2,585	26,893	268	\$0.49	1.00%	7..	28	\$4.71	10	9
ST   ITIN   Instagram	21,784	33,507	138	\$0.58	0.41%	7..	23	\$3.48	7	3
ST   New Company   Lookalike   Instagram	15,249	23,963	100	\$1.00	0.42%	7..	12	\$8.33	2	—
ST   ITIN   Custom Audience & Lookalike	9,326	13,377	113	\$0.22	0.84%	7..	10	\$2.50	2	2
ST   New Company   Customer List & Lookalike	7,098	8,839	81	\$0.31	0.92%	7..	3	\$8.33	—	—
ST   Tax Return   Customer List & Lookalike	5,812	8,115	66	\$0.38	0.81%	7..	7	\$3.57	2	—
ST   Facebook Followers Lookalike	13,325	19,543	192	\$0.31	0.98%	7..	5	\$12.00	4	1



## | Services, Solutions & Outcome

The client's primary goal was to generate a good number of leads at a minimum cost. We initially created a conversion campaign with email lists to test its performance. They wanted us to promote 4 of their services and use Spanish language in the language targeting.

1) ITIN 2) Tax Return 3) Virtual Office & 4) New Company

We then created an interest-based/lookalike campaign with ad sets for each of the above services. We tested video and single-image ads in each ad set. We also created different lookalike ad sets using video views, website visitors, and email list audiences. The client wanted to see the results for Instagram and Facebook platform separately. Hence, we created separate ad sets for Instagram and Facebook placements.




We later created a remarketing to target service page visitors but non-converters. We curated ad copies that could entice these users to fill up the form.

The client also wanted to increase their Facebook followers, hence we created an engagement campaign with page-like objectives with open targeting. We didn't add any interest targeting it as we wanted to reach a maximum number of people.



## Ads Performance Overview

For your reference, we've showcased the TOP 3 Performing Ads!

<p><b>Contador Miami</b> Sponsored · 🌐</p> <p>¡Proceso fácil para obtener tu ITIN! La mayoría de los ciudadanos extranjeros que no tienen un SSN tienen dificultades para declarar impuestos, abrir cuentas bancarias, o iniciar un negocio en los Estados Unidos. ¡Te ayudamos a obtener el ITIN sin tener que presentar formularios legales complicados desde cualquier parte del mundo!</p>  <p><b>SOLICITE SU ITIN</b> Sin tener que presentar formularios legales complicados!</p> <p>contadormiami.com <b>¡Obtén ayuda con tu ITIN ahora!</b> <a href="#">Apply Now</a></p>	<p><b>Contador Miami</b> Sponsored · 🌐</p> <p>¿Estás planeando iniciar tu negocio en Miami? Estamos aquí para hacer este proceso más fácil.</p> <p>Experiencia en el Servicio, sin Riesgos y sin Cargos Ocultos - ¡Comienza tu Negocio con Confianza!</p>  <p><b>VENIMOS AYUDANDO A LAS EMPRESAS DESDE HACE MÁS DE 40 AÑOS. ¡Crea tu LLC ahora!</b></p> <p>Florida \$500</p> <p>contadormiami.com <b>¡Registra tu LLC en Miami Ahora!</b> <a href="#">Apply Now</a></p>	<p><b>Contador Miami</b> Sponsored · 🌐</p> <p>¿Quieres hacer la declaración de la renta, pero el proceso te parece tedioso? Déjanos ayudarte a preparar tus impuestos este año.</p> <p>Nuestro servicio y tecnología te sorprenderán.</p> <ul style="list-style-type: none"> <li>✓ Locales y profesionales</li> <li>✓ LeafCloud - Tus documentos sobre la marcha</li> <li>✓ Presentación y resultados rápidos con E-File</li> <li>✓ Revisa las antiguas declaraciones de impuestos</li> </ul>  <p><b>DECLARACIÓN DE IMPUESTOS</b> Formulario 1040</p> <p>contadormiami.com <b>Ayudando a la gente durante más de 40 años.</b> <a href="#">Apply Now</a></p>
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To get leads, we tested multiple ad formats - Single Image Ads, Video Ads and Carousel ads. Our top 2 performing ads were Image Ad, & Video Ad. We generated a good number of leads through them.

We created different banners for each of their services.