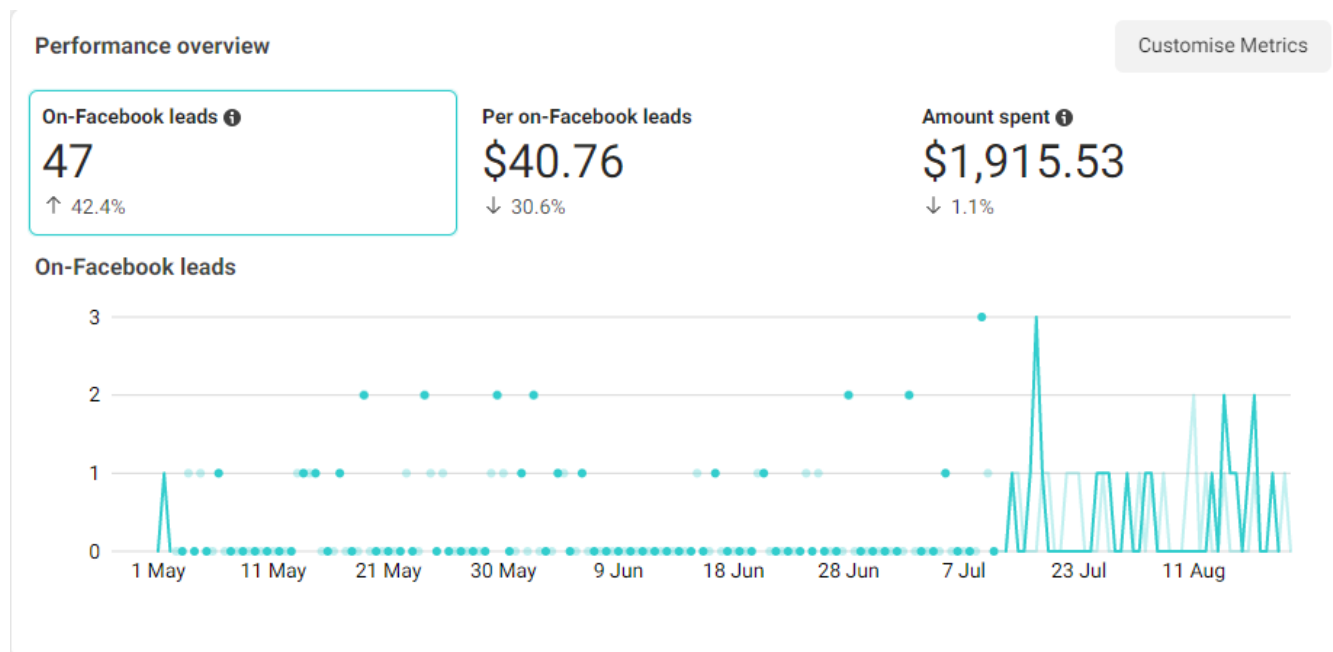




INDUSTRY	WEBSITE	SERVICE
eCommerce - USA	https://www.patriciacatering.com/	Facebook Ads
OBJECTIVE	Increasing form enquires for catering services	

Date Range: May 2022 to August 2022

Comparison Range: Jan 2022 to April 2022



Website Leads
+42.4%

Reach
+8.27%

Cost Per Lead
-30.6%

Amount Spent
-1.1%



| About Patricia Catering & Cocktails

Patricia Catering & Cocktails (PC & C) has been operating the business in Omaha since 1986. Their customer includes many corporations from box breakfasts and lunches, to retirement parties, corporate picnics, high-end events, and everything in between, and social customer events from birthday parties, to Omaha weddings, to dinner parties, to memorial meals.

| Services, Solutions & Outcome

The client's primary goal was to generate a good number of leads at a minimum cost. Initially, we created a conversion campaign to increase the number of lead inquiries.

The client provides catering services for various corporate and social events hence we tested with Birthday parties and Corporate **events-related interests** with separate ad sets. The Birthday party's audience included birthday interests, upcoming birthdays, and parents of newborns and teens. Corporate events included audiences like business meetings, conferences, exhibitions, etc.

After monitoring the performance, we did not receive the desired result hence we paused the Birthday ad set and created a new ad set with Wedding events combined with Corporate event audiences and allocated the entire budget. It received average results with a high cost per lead. Since the cost per lead was increasing, we planned to test with a new Lead generation campaign. **Lead Ads allow users to stay on the platform while completing and submitting your lead form. Users aren't ever sent to an external landing page – meaning they are never redirected anywhere. This is key to boosting conversions, offering a seamless user experience (UX), avoiding the friction of a longer click-through path for the lead, and leaving a positive impression on your leads**

In the Lead generation campaign, we tested the Birthday, Wedding, and Corporate interests that were earlier ran in the conversion campaign. The client was running an offer during Christmas eve, so we created a separate ad set with interest related to New Year's eve and Christmas Eve. etc. and an ad copy and creative related to it. The ad generated leads at a low cost per lead. For other ad sets, the leads were decent but with a high cost per lead.

Later, we tested new social events- Bridal Baby showers, Cocktails, and Engagement related interests. We monitored the performance for a few weeks and based on the results, we later tested by combining multiple interests in the Bridal Baby Shower and Cocktail ad set. In Bridal & baby Shower we combined interests related



to Weddings and Birthdays. In Cocktail, we combined interests related to Breakfast, Lunch, Dinner, etc. We received good results and the cost per lead also started to decrease.

Currently, we are running only lead generation campaigns with “Bridal & Baby Shower and Birthday” Interest and “Engagement Interest”

| Results Delivered

Campaign Performance Overview

May 2022 to Aug 2022

Campaign Name	Imp.	Clicks	Reach	Results	CPA	CPC	Cost
Patricia Catering & Cocktails- Lead Generation- ST	96,077	2,381	26,648	47 On Facebook Leads	\$40.76	\$0.80	\$1,916
	96,077	2,381	26,648			\$0.80	\$1,916


Ad Set Level Performance

May 2022 to Aug 2022

Ad set ↑	Reach	Results	Cost per result	Amount spent
21-64_Bridal & Baby Shower and Birthday_Interest- Lead Form- ST	15,004	22 On-Facebook leads	\$44.15 Per on-Facebook l...	\$971.32
25-64_Engagement Related Interest- Lead Form- ST	2,334	9 On-Facebook leads	\$25.46 Per on-Facebook l...	\$229.15
25-65+_Cocktail & Breakfast Interest- Lead Form- ST	13,036	16 On-Facebook leads	\$40.18 Per on-Facebook l...	\$642.87
Lookalike- Customer List- ST	2,091	— On-Facebook lead	— Per on-Facebook l...	\$72.27

The ideal Age Range for Bridal Baby Shower, Engagement related interest is above 21. Hence considering this, we targeted the Age Range between 21-65 so that we can target the relevant age ranges and also increase reach.




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If You're Organizing a Social Event, Planning a Bridal or Baby Shower – or any other Occasion in Omaha and need the Perfect Combination of Food and Service, then Choose Patricia Catering & Cocktails.

From Serving Delicious Food to Expert Planning and Setup, our Trained Staff will be ready for action.

Request for Catering Service and Let us Help You Celebrate Your Next Event. 🍷🍰



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Top Performing Ads

Currently in the Lead generation campaign, we are running only Single Image ads. Earlier we tested with a carousel ad in the conversion campaign but the cost per lead was high. **Single Image formats worked well for this service.** It helps you reach lots of customers and build interest quickly. You don't need a big budget and you don't need lots of time trying to figure out how to create the ad. We created banners and used images provided by the clients. For your reference, showcased are the TOP 2 Performing Single Image Ads!