

Case

STUDY



**HOW WE
GENERATED
68 LEADS IN
5 DAYS**

By Build Your Health LLC



mind&body Family Health Center hasn't done any advertising on Facebook. Most of their lead generation comes from Groupon, which loses them hundreds of dollars every month. Groupon provided leads inconsistently. Our Challenges were to move them off of Groupon & provide them with consistent lead generation.



THE CHALLENGE

THE SOLUTION

Using Facebook ads only, we were able to eliminate the need for Groupon and create consistent results. The results are listed below.

68

**Total Leads Generated
in a 5 day period**

Cost per Result	Amount Spent
\$2.05 Per Lead (F...	\$139.52

\$2.05

**Cost Per
Conversation**

At around a 30% close rate, this generated 20 new customer sales for the business. Each session cost \$49.97, creating \$999.40 in revenue.

\$859.88

**Generated in
Profit**