

Lead generation success with Facebook Lead ads



Paessler was founded in Nuremberg in 1997, and carries the mantra “we develop, we inspire, we make life easier for IT experts”. The company’s software PRTG Network Monitor provides oversight of clients’ entire IT infrastructure around the clock, signalling problems before users even notice.

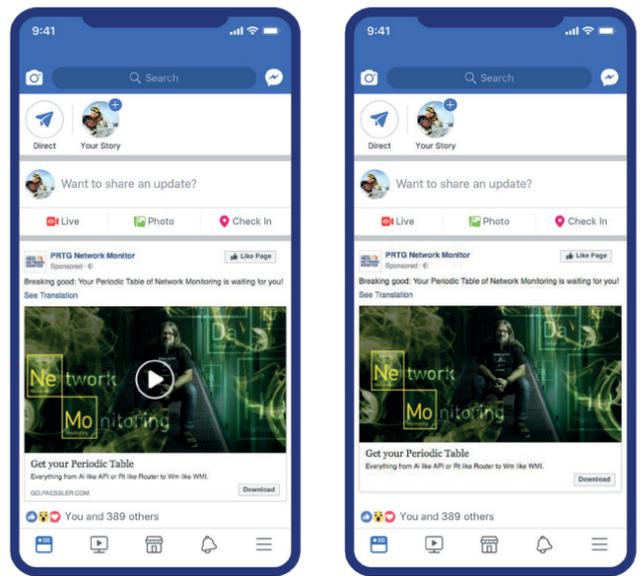


Burda Direct Interactive GmbH is a subsidiary of Hubert Burda Media group. As a leading agency in the e-commerce and subscription services sectors, Burda Direct Interactive GmbH combines sales and marketing into a full-service offering for their clients’ online and offline business strategies.

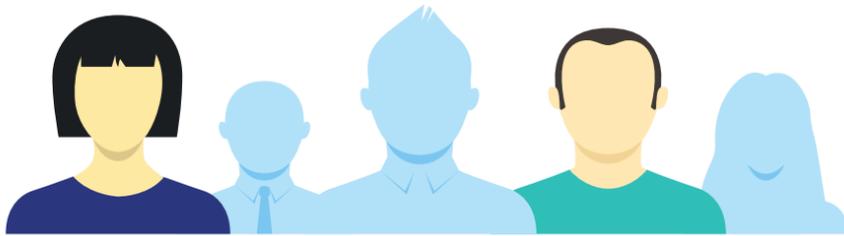
HIGHLY TARGETED AUDIENCE

With the goal of capturing leads for their network monitoring software PRTG, Paessler were recommended by their agency partner, Burda Direct Interactive GmbH, to run a campaign using Facebook Lead ads. With the objective of keeping Cost-Per-Lead (CPL) down, the agency ran a US and Canada-based campaign using the budget automation beta within the MakeMeReach platform.

The creative was inspired by the hit TV show ‘Breaking Bad’, tying in nicely with the offer of a ‘Periodic Table of Network Monitoring’. The creatives for both the video and link ads featured the abbreviations of different periodic elements combined with a clear call to action and value proposition.



The campaign targeted men only, with separate audiences built from interests in related magazines and interests in a combination of IT and the TV show Breaking Bad itself. Over the years at MakeMeReach, we’ve found that building audiences on Facebook whilst thinking slightly outside of obvious interests, can lead to even better results. In this case, Burda Direct Interactive GmbH identified that interest in the Breaking Bad TV show, combined with an interest in IT, enabled them to create a highly targeted audience for the PRTG software.



A lookalike audience was also added, and featured similar profiles to people who had previously filled out a form on the Paessler website.

During the campaign, as a way of further extending reach, another lookalike audience was created based on the people who had filled out the form in the Lead ad on this campaign.

IMPRESSIVE RESULTS



This campaign achieved some impressive results, with over 1.1 million impressions, more than 3,200 leads delivered to Paessler and an average CPL around 21% below the objective. A big factor in this success was the use of the budget automation beta, which constantly worked to optimize ad delivery by re-allocating budget to the best performing ad sets. Conversion rate was also pleasing at 32.6%, meaning the campaign targeting was well designed and the creatives and offer resonated with the audiences.

Florian Litterst and Stefan Lamm, Senior Online Marketing Managers

“Thanks to the budget automation feature in MakeMeReach, we were able to quickly scale this Facebook Lead ad campaign, in the US and Canada, and see great performance. The platform helped us manage complex campaign structures and deliver the best results to our client. Thanks to the great ‘Helicopter View’ dashboard functionalities in MakeMeReach, our clients can always stay up to date and get full transparency regarding their campaign performances”.

