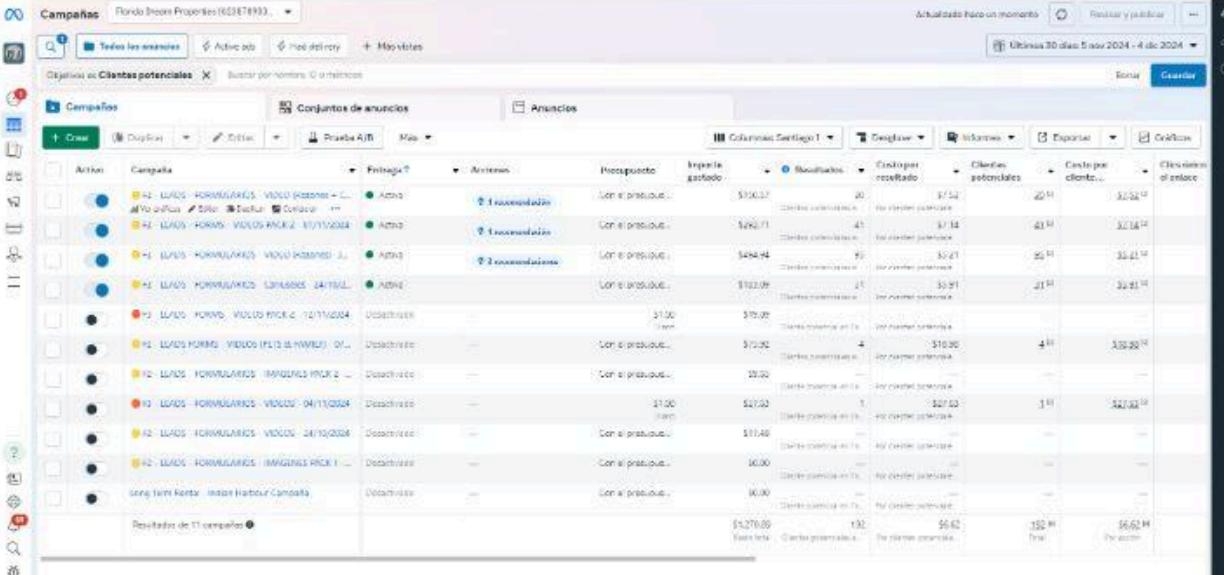


Lead Generation for FloridaDreamProperties



The screenshot shows the Facebook Ads Manager interface for the campaign 'Florida Dream Properties (633878193...)'. The main view displays 11 campaigns, each with a status of 'Activo' (Active). The columns include 'Nombre' (Name), 'Campaña' (Campaign), 'Formato', 'Anuncios', 'Presupuesto', 'Impresiones', 'Movimientos', 'Costo por resultado', 'Cínteres potenciales', 'Costo por cliente...', and 'Cínteres de alcance'. The data shows various metrics such as 370,637 impressions, 20 conversions, and a cost per result of \$7,52. The total budget is \$1,270.00, and the total cost is \$66.62.

Lead generation with Facebook Ads campaigns for their properties in Florida.

We worked together for more than 30 days to achieve a good CPL, together with their creative team and my graphic designer, we created videos adapted to different audiences to take advantage of Meta's ad segmentation.

We improved the CPL and scaled the budget.