

Beauty Studio

Campaigns									Ad sets			Ads		
Off / On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Ad				
Off	Напоминание о записи, дары	Active	Highest volume	\$5.00	7-day click or daily	135	27,329	89,446	\$0.90	Per Messaging Conv.				
Off	Бонус 1000 рублей	Active	Highest volume	\$3.00	7-day click or daily	108	32,800	85,481	\$0.33	Per Messaging Conv.				
Off	Помощь в записи	Active	Highest volume	\$5.00	7-day click or daily	101	21,452	56,318	\$0.71	Per Messaging Conv.				
Off	Дары мастерам	Off	Highest volume	\$5.00	7-day click or daily	—	—	—	—	Per Messaging Conv.				
Off	Дары мастерам	Off	Highest volume	\$5.00	7-day click or daily	—	—	—	—	Per Messaging Conv.				
Off	Помощь в записи	Off	Highest volume	\$5.00	7-day click or daily	73	18,332	39,573	\$1.09	Per Messaging Conv.				
Off	Напоминание о записи (анонимно)	Off	Highest volume	\$5.00	7-day click or daily	37	23,720	53,783	\$2.88	Per On-Facebook Lead				
Off	Напоминание о записи (анонимно)	Off	Highest volume	\$5.00	7-day click or daily	45	19,720	46,979	\$1.56	Per On-Facebook Lead				

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Off	Минус 10	Off	Highest volume	\$3.00	7-day click or daily	502	40,376	146,821	\$0.30	Per Messaging Conv.				
Off	Анонимные мастеры. Подарок	Off	Highest volume	\$5.00	7-day click or daily	21	7,996	11,993	\$0.66	Per On-Facebook Lead				
Off	Минус 10	Off	Highest volume	\$5.00	7-day click or daily	—	—	—	—	Per On-Facebook Lead				

Client: beauty studio with a wide range of services:

- manicure, pedicure
- eyebrow correction
- eyelash extension
- makeup
- hair coloring
- permanent

Goal №1 - find clients for beauty procedures

Goal №2- find masters

Goal №3- sell learning for manicure and lash making

Results:

№1 Cost per lead for all services from 0,3\$
spend 510\$ per month
revenue 3323 per month

№2

My client filled the vacancies

No3

Got 59 Leads for learning 10 of them paid for it