# Facebook Ad Campaign

Introduction

- A total of 36 sets of ads, each targeting unique (anonymous) audience were used with the goal of acquiring new customers for Xr fitness.

- The target acquisition cost per customer is $50 or less, and a customer is considered "acquired " when they complete their registration on the website to become a member of the gym.

- The 36 sets of ads were able to reach a total of 950,815 Facebook users.

- On average a set of ad reached 26,411 Facebook users.

Reach
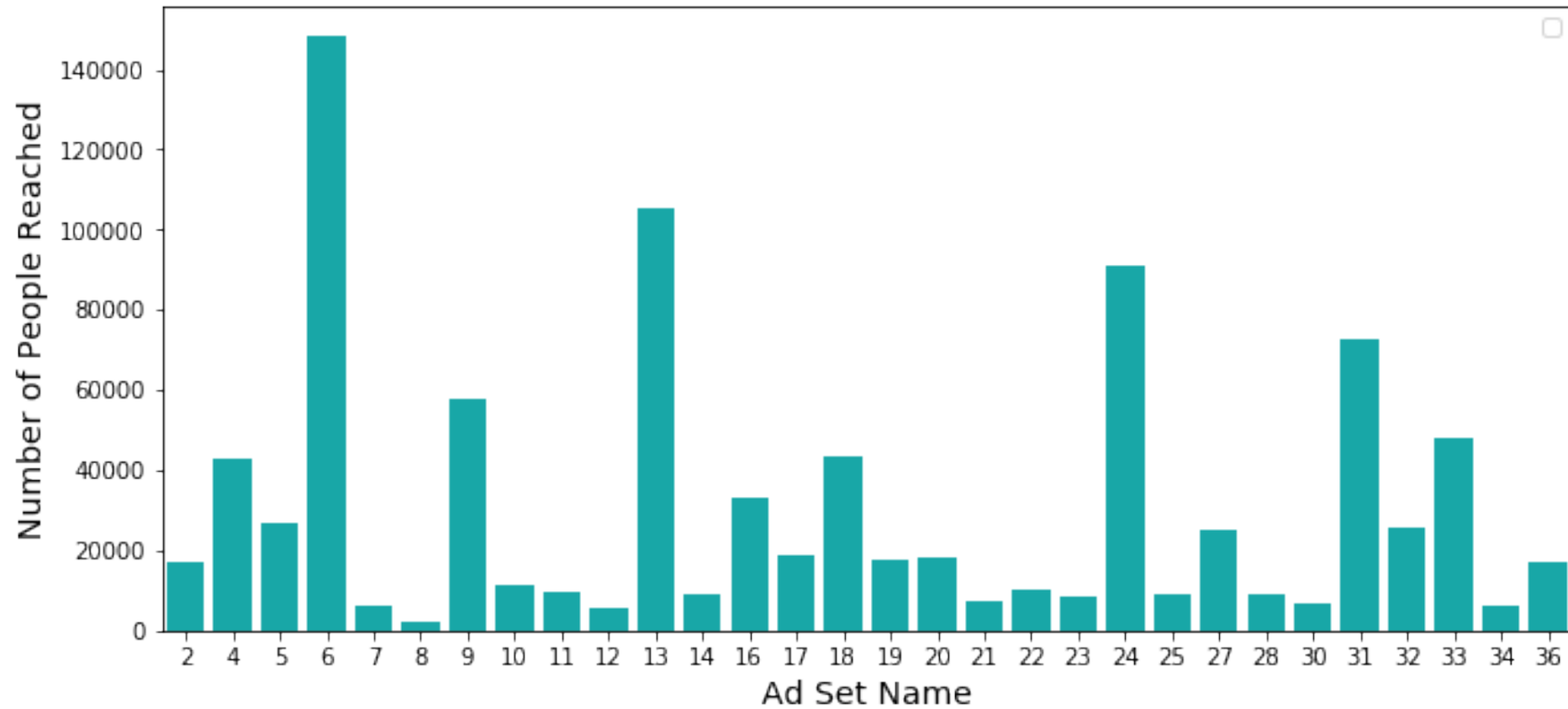
Campaign Cost

- A total of $30,071 was spent on the 36 sets of ads for the duration of the campaign.
- On average, $835.32 was spent on a set of ad.

Cost per Member Registration

- 80% of the sets of ads met the target acquisition cost by spending $50 or less by customer.
- 20% spent $50 and more per registration, failing to meet their goal.
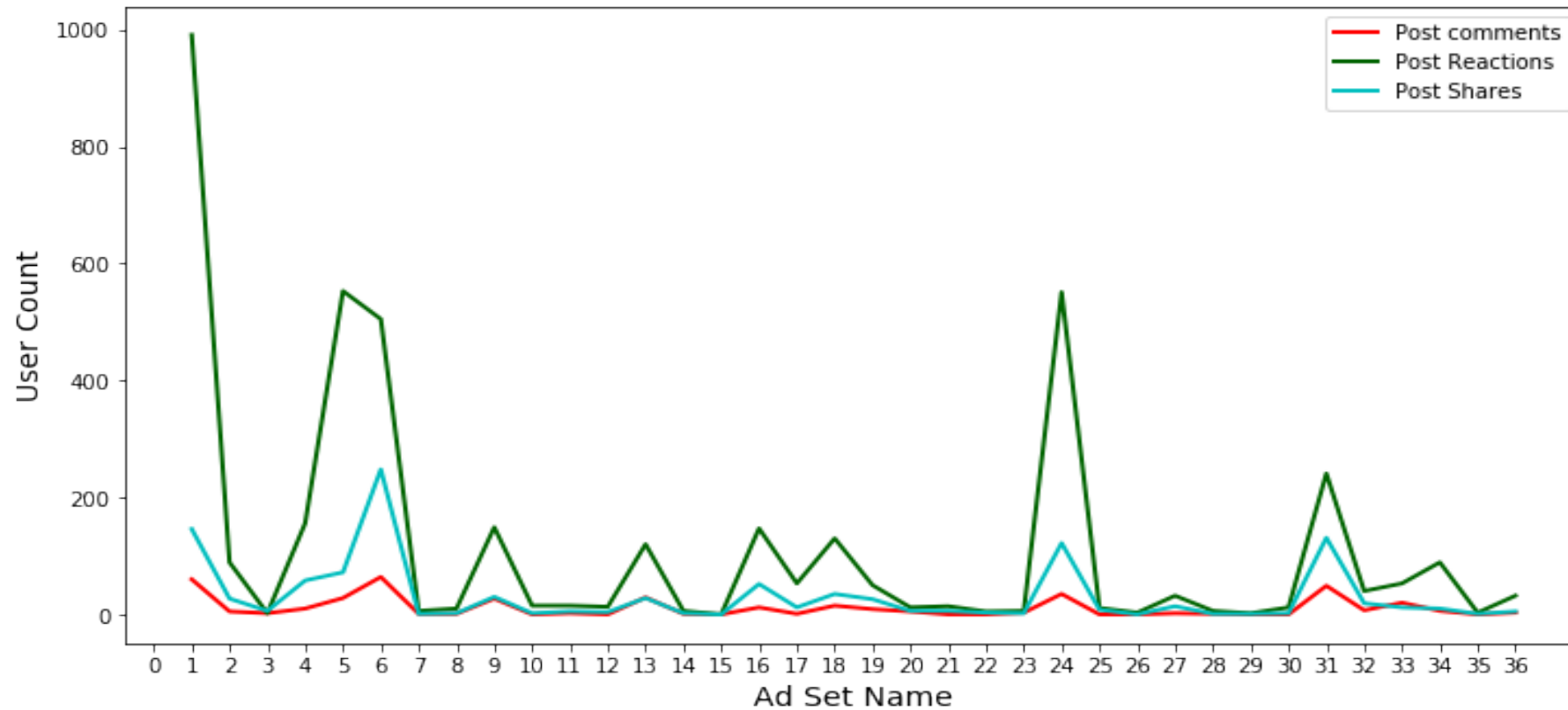
Impressions

- Impressions is the number of times the ad was seen by a target audience.
- Ad set 6, 13 and 24 are the top 3 ads to frequently appear on a user's page.
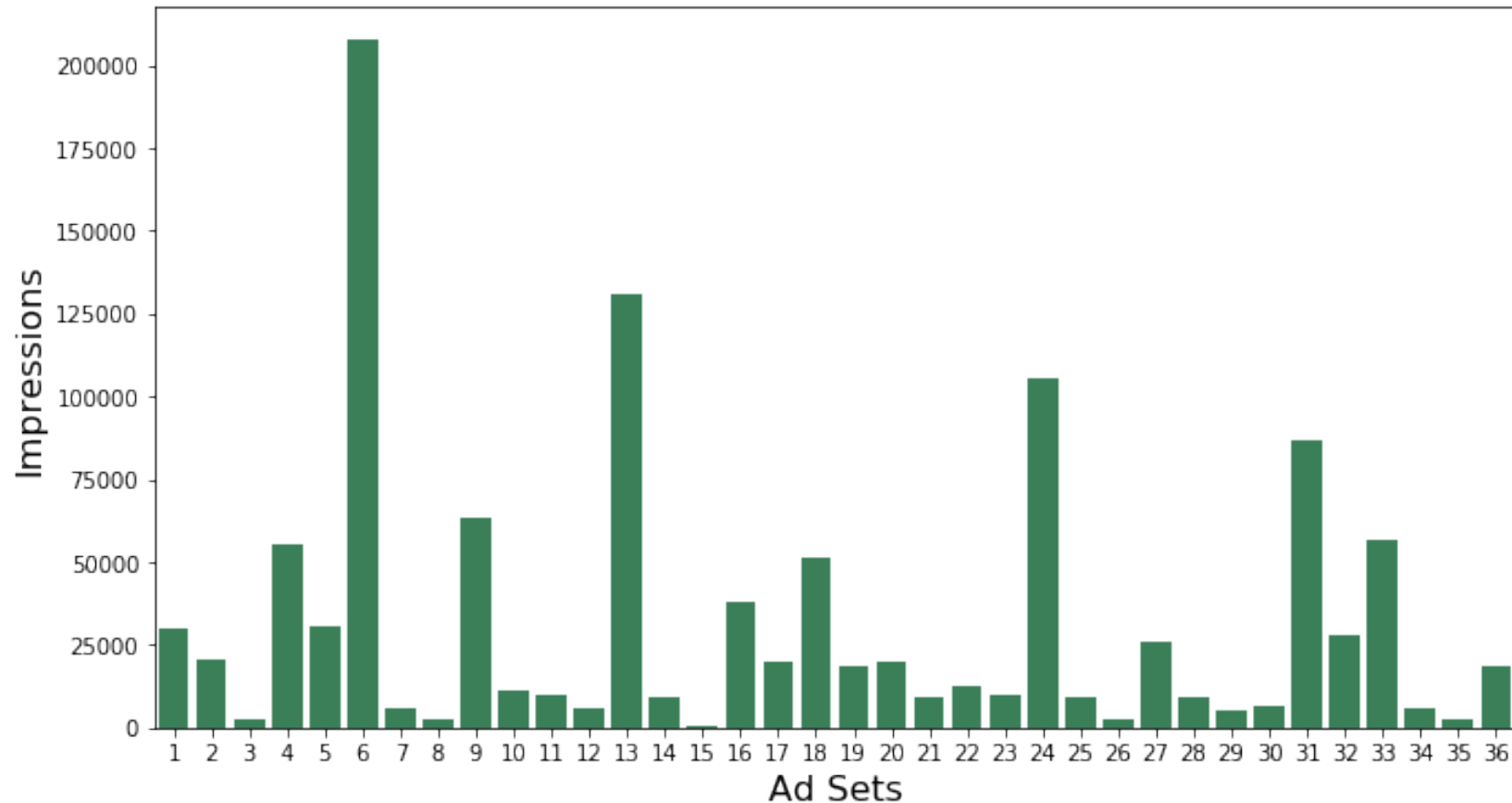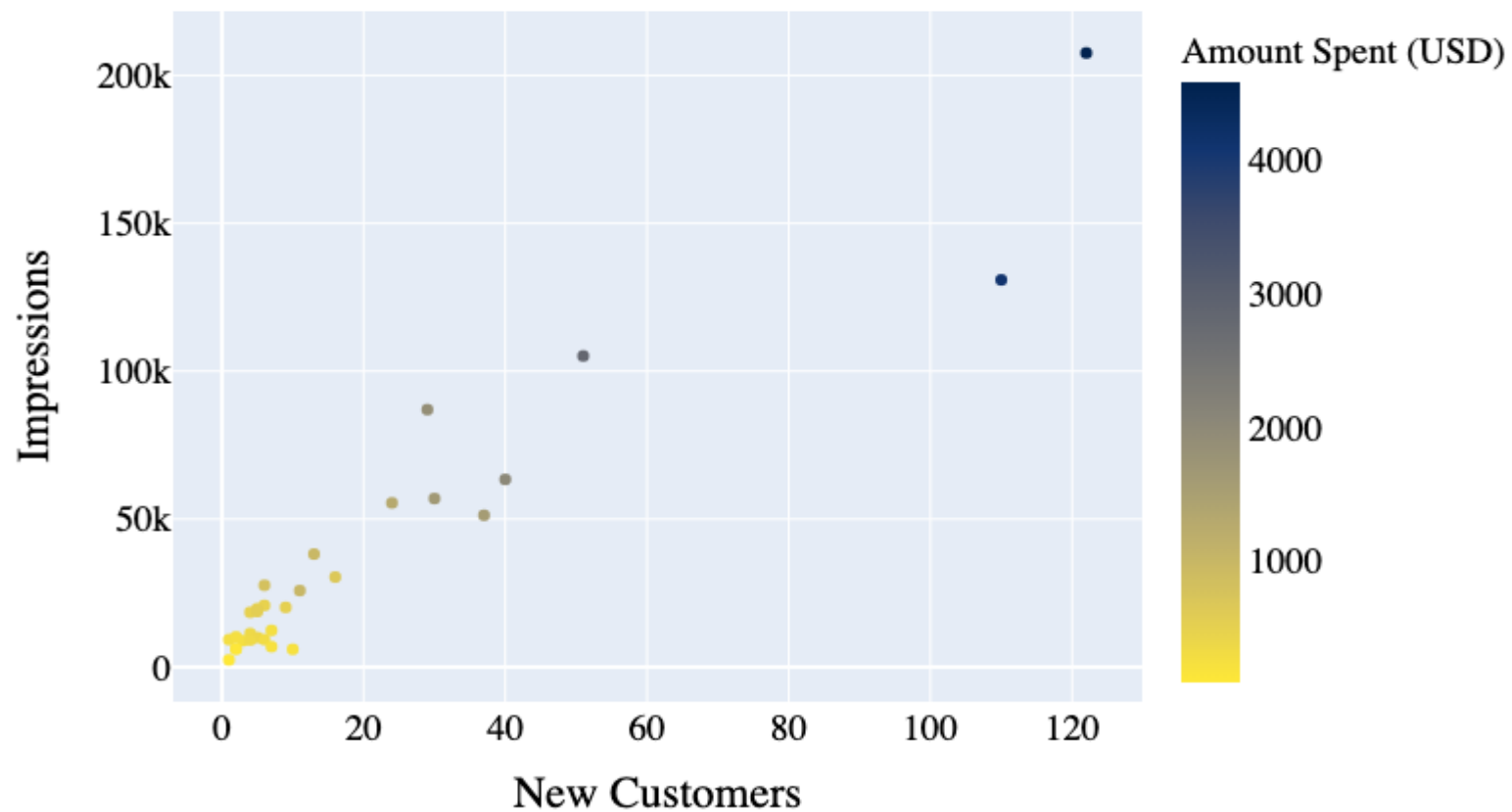
User Engagement

- Users Interacted the most with ad set 6, 1 and 24 through comments, shares and reactions (likes and dislikes).

Indicators of Customer Acquisitions

o   A linear regression model was used to predict the number of new customers acquired as a result of the different sets of ads that included reach, impressions and cost associated with different aspects of the campaign.

o   Increase in the numbers of impressions - number of times the ad appeared in front of someone was found to be the strongest predictor of an increase in customer acquisition.

o   Total dollar spent on a set of ad also indicates increase in the number of new members.

o   Number of link clicks and number of reactions to posts (likes and dislikes) were also found to be strong predictors of increase in new member registration.

Impressions and Amount Spent

Recommendations

- Increasing the number of times the ad appears in front of a target audience.

- Designing more interactive ads to increase user engagement through likes and shares.

- Designing ads that reach more age groups – the sets of ads were only able to reach age groups 25-34, 35-45.

- Increasing reach and engagement of different age groups can open up opportunities for new client base.

- Optimizing campaign cost.

Optimizing Campaign Cost
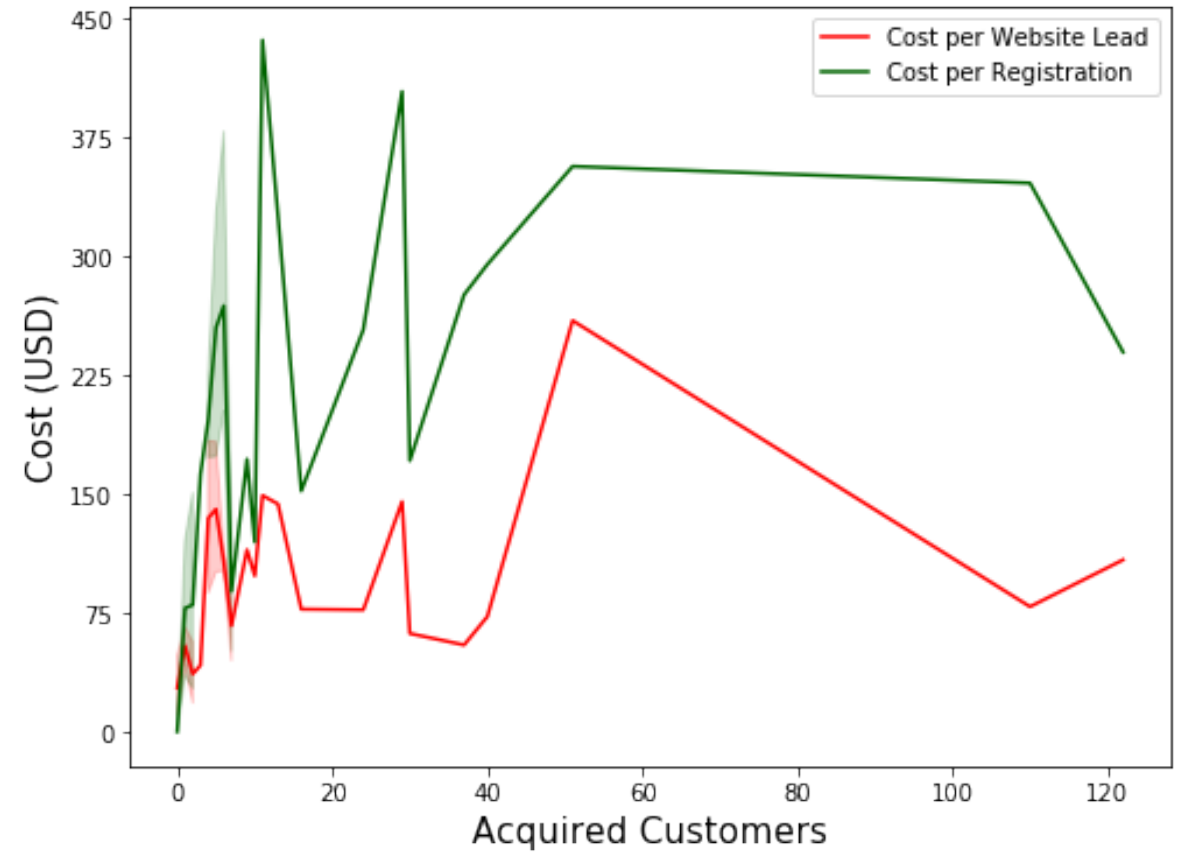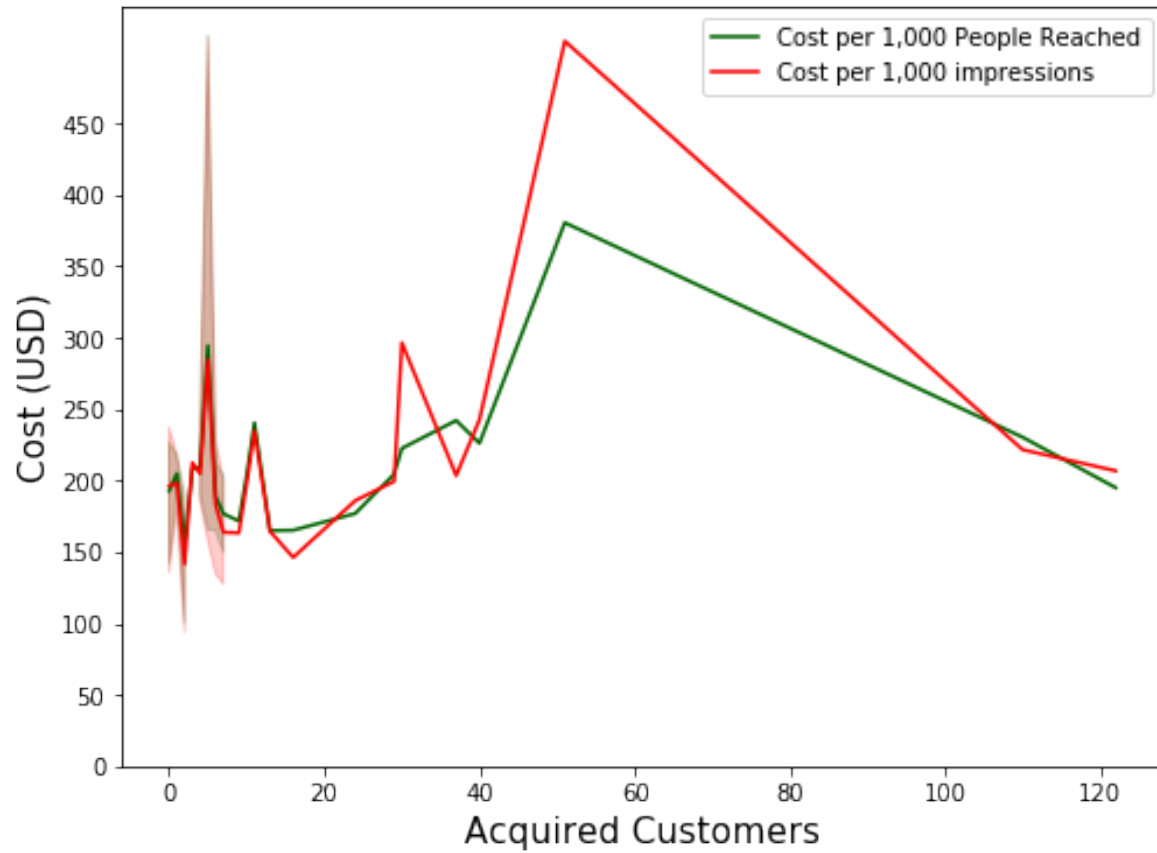
Recommendations

- The following dollar amounts return the best results in customer acquisition.
    - $200 – 300 per 1,000 impressions
    - $200 per 1,000 people reached
    - $15-20 on link click
    - $75 on website lead