

SAMSUNG V-TECH LEAD GENERATION CAMPAIGN CASE STUDY

The primary goal of the campaign was to generate leads for Samsung's V-Tech product line through targeted ads on Meta platforms.

OVERVIEW

	Campaign Duration	Sept 18 – Oct 6, 2024
	Total Spend	₹21,834.86
	Campaign Objective	Lead generation through optimized ad placements across various Samsung product lines

AUDIENCE TARGETING

AGE GROUP

18-55
years old

BEHAVIORS

Engaged shoppers
(users more likely
to make purchase
based on past
behaviors)

DEVICES

Mobile users on
Meta platforms

INTERESTS

Mobile phones (smartphone), Samsung,
Smartphones (consumer electronics),
Mobile devices (consumer electronics),
or Android (operating system)

PERFORMANCE HIGHLIGHTS

Ads							
More	Columns: Performance ...			Breakdown	Reports	Export	
Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Impre
230 On-Facebook leads	134,913	1.82	₹56.42 Per on-Facebook leads	Using ad set bud...	₹12,977.68	4 Oct 2024	
134 On-Facebook leads	85,332	1.36	₹48.42 Per on-Facebook leads	Using ad set bud...	₹6,487.90	11 Oct 2024 ▲ 1 day left	
99 On-Facebook leads	38,061	1.35	₹31.81 Per on-Facebook leads	Using ad set bud...	₹3,148.74	11 Oct 2024 ▲ 1 day left	
— On-Facebook lead	—	—	— Per on-Facebook leads	Using ad set bud...	₹0.00	19 Jul 2024	
463 On-Facebook leads	221,765 Accounts Centre acco...	1.86 Per Accounts Centre a...	₹48.84 Per on-Facebook leads		₹22,614.32 Total Spent		

Ads							
More	Columns: Performance ...			Breakdown	Reports	Export	
Impressions	CPM (cost per 1,000 impressions)	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Clicks (all)	CTR (all)	
244,877	₹53.00	1,303	₹9.96	0.53%	2,244	0.92%	
116,112	₹55.88	976	₹6.65	0.84%	1,373	1.18%	
51,223	₹61.47	855	₹3.68	1.67%	1,088	2.12%	
—	—	—	—	—	—	—	
412,212 Total	₹54.86 Per 1,000 Impressions	3,134 Total	₹7.22 Per Action	0.76% Per Impressions	4,705 Total	1.14% Per Impressions	

Total Leads Generated  446 leads

Total Reach  352,360

Total Impressions  397,235

Overall Cost per Lead  ₹48.84

Cost per Lead (CPL) as low as ₹21.92

Consistent cost-per-lead under ₹50 for several ad sets

Cost per Link Click as low as ₹2.79

AD SET INSIGHTS

Top Ad Performance (S24-E Lead Ad)

33

Leads

14,004

Reach

₹33.35

Cost per Lead

₹6.05

CPC

V-Tech Lead Generation Campaign (General)

24

Leads

18,853

Reach

₹40.22

Cost per Lead

₹8.70

CPC

SUMMARY

The Samsung V-Tech Lead Generation Campaign delivered strong results, generating **446 leads** with a **total spend of ₹21,834.86**, **352,360 total reach**, and **397,235 total impressions**. The campaign achieved an overall **cost per lead of ₹48.84**, showcasing cost-effective engagement across various ad sets.

Focused on engaged shoppers and smartphone enthusiasts, the campaign leveraged Meta's tools to successfully maximize lead generation, driving strong results for Samsung's product line.