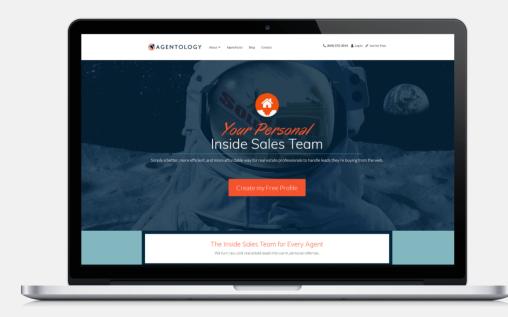# Agentology

Let us help you grow your business through digital marketing.

Free Discovery Call

Agentology, a fast-growing startup in the real estate industry, was looking to increase paid memberships of its new SAAS product geared toward real estate agents. eBoost Consulting was hired to build and manage a Facebook Ads campaign to drive new signups.

Open Website

Page Likes
Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.

Page	Relevance ⓘ ▾	Audience	Facebook	Affinity ⓘ	
Premier Agent - Zillow & Trulia	1	281.1K	311.1K	78.1x	███████████
Real Estate Agent Directory	2	69.1K	301.8K	19.8x	███
Realtor.com Pro	3	45.6K	155.9K	25.3x	████
National Association of REALTORS®	4	57K	242.4K	20.3x	███
Tom Ferry	5	36.2K	108.8K	28.8x	████
The Paperless Agent	6	29.9K	83.3K	31x	████

Finding laser-targeted audience lists

Challenge

How do we drive qualified real estate agent leads for new Agentology products at a profitable Cost Per Lead (CPA)?

Solution

We started by conducting detailed audience targeting research. We utilized existing customer lists, lookalike audiences, and Facebook's Audience Insights to identify several audience segments that were large enough to obtain scale, yet focused enough to ensure quality. From there we launched ads testing multiple creative variations, ad types, and bidding strategies. Using our ads management software we were able to simultaneously test all of these variables and distribute budget in real time to the specific ads that were performing best each day.

Results

Within the first week after launching the campaign, the Cost Per Acquisition (CPA) was already within a profitable range and after 30 days of optimization we had reduced it by 50%. As the CPA dropped, the total number of signups increased, achieving the goal w

have for every campaign: Increase sales, cut costs and scale up!

Testing multiple ad types and creative variations

2.15% CTR

50% CPA Reduction

400+ New Leads

From The Client

"eBoost has been instrumental in our growth over the past several months. Our account manager is very responsive and the entire process has

mobile_feed, iphone	151,826	1,506	2.219%	$1.91	$0.00	$1.91	$0.00	$0.00	$0.00
mobile_feed, android_smartphone	103,104	994	2.366%	$2.22	$0.00	$0.00	$0.00	$0.00	$2.22
desktop_feed, desktop	68,033	490	1.144%	$3.40	$3.48	$0.00	$151.37	$0.00	$0.00
mobile_external_only, android_smartphone	67,705	2,178	3.294%	$0.08	$0.00	$0.00	$0.00	$0.00	$0.08
right_hand, desktop	45,292	32	0.073%	$1.66	$2.80	$0.00	$0.00	$0.00	$0.00
mobile_external_only, iphone	36,002	223	0.647%	$0.15	$0.00	$0.15	$0.00	$0.00	$0.00
mobile_feed, ipad	19,695	159	1.950%	$2.75	$0.00	$0.00	$2.75	$0.00	$0.00
mobile_external_only, ipad	12,423	45	0.386%	$0.16	$0.00	$0.00	$0.16	$0.00	$0.00
mobile_external_only, android_tablet	4,499	106	2.445%	$0.10	$0.00	$0.00	$0.00	$0.00	$0.00
instagramstream, iphone	3,598	21	0.611%	$1.19	$0.00	$1.19	$0.00	$0.00	$0.00

Analyzing results and optimizing toward the highest-performing traffic segments

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