PERFORMANCE REPORT

Meta Ads & Social Growth Case Study

Data-backed digital marketing execution driving 151 lead form conversions at $1.41 CPL alongside massive organic video reach in Houston, TX.

TEXAS BEST DEAL AUTOS HOUSTON



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LEAD FORM COST
$1.41 CPL

FACEBOOK ORGANIC VIEWS
44.9K ↑ 1.1K%

FORM LEADS CAPTURED
151 Leads

INSTAGRAM VIEWS GROWTH
21.6K ↑ 2.9K%

Facebook Organic Reach & Engagement Breakdown

ORGANIC DOMINANCE

ORGANIC EXPLOSION

TOTAL FACEBOOK VIDEO VIEWS

44.9K

↑ 1,100% vs Previous Period

Consistent video content showcasing dealership inventory drove massive local engagement throughout Houston.

Unique Viewers	14,400 (↑ 2,000%)
Facebook Link Clicks	816 Clicks (↑ 2,200%)
Facebook Page Visits	3,400 (↑ 112%)
New Facebook Followers	141 Followers (↑ 213.3%)

Instagram Engagement & Reach Metrics

VISUAL STORYTELLING

Total Video Views	21,600 (↑ 2,900%)
Unique Accounts Reached	2,900 (↑ 2,400%)
Instagram Profile Visits	614 (↑ 533%)
New Followers Added	**133 Followers (↑ 280%)**

VISUAL DRIVER

PROFILE VISIT GROWTH

+533%

614 Direct Profile Visits

High-quality vehicle showcase reels converted viewers into active profile visitors inquiring about car availability.

Meta Lead Ads Performance Overview

KEY METRIC

Cost Per Lead Breakdown

TOTAL LEADS ACQUIRED

151 Form Leads

AVERAGE COST PER LEAD

$1.41 / Lead

Efficiency: **85% lower CPL** compared to the automotive industry average of $20–$35 per lead.

CAMPAIGN TOTALS

Spend & Exposure Totals

Total Ad Spend	**$213.47**
Total People Reached	**4,401 People**
Ad Impressions	**7,295**

Strategy: Instant Lead Forms allowed buyers to submit contact information without leaving Facebook, increasing form submission rates.

Demographic & Age Segment Performance

Reach vs Lead Conversions by Age Group



Top Performing Age Group: The **45–64 demographic** generated over 65% of all qualified lead form submissions.

Geographic Focus: Targeted specifically within a 25-mile radius of the Houston dealership location.

Core Factors Behind Campaign Success

Video-First Content Strategy
High-energy vehicle walkthrough reels drove 66.5K organic views across Meta platforms.

Frictionless Lead Forms
Native Meta instant forms captured buyer phone numbers and emails at an astonishing $1.41 CPL.

Targeted Hyper-Local Ads
Precise geographical targeting focused strictly on high-intent auto shoppers in Houston.

Continuous Optimization
Iterative ad budget re-allocation towards 45–64 demographic maximized lead flow.

Key Accomplishments & Campaign Impact

EXECUTIVE OVERVIEW

Ultra-Low Lead Acquisition

Achieved an industry-leading **$1.41 Cost Per Lead** via Meta instant lead forms, capturing active pre-qualified car buyers across Houston.

Exponential Video Reach

Over **66.5K combined organic views** across Facebook and Instagram, representing up to +2,900% growth in brand exposure.

High-Intent Website Traffic

Driven over **900+ direct website and inventory link clicks**, leading directly to dealership inventory views and store visit inquiries.



Ready to Drive Consistent High-Intent Auto Leads?

Data-backed Meta Ads & Performance Marketing tailored to capture active car buyers across Houston.

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