

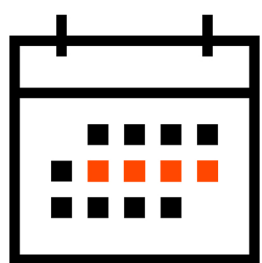
LEAD GENERATION

Campaign was for real estate agent. Goal was hire staff. Campaign was lead gen to get people onto their careers page and put their details forward for pre-interview phone call.

GOAL

\$150
CPA GOAL

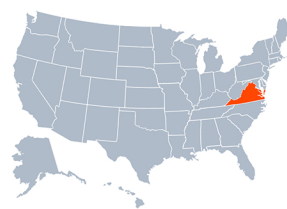
OVERVIEW



3 WEEK
CAMPAIGN



\$8K
BUDGET



VIRGINIA
LOCATION

TARGETING



LINKEDIN DATA USED



REAL ESTATE
AGENTS



1-2YRS EXPERIENCE

RESULTS

66

LEADS

\$1222

CPA ACHIEVED

59

PHONE INTERVIEWS
GENERATED

\$136

COST PER PHONE
INTERVIEW