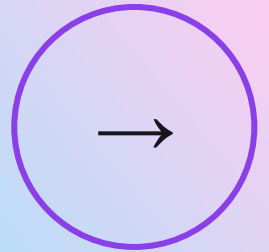




LEAD GENERATION

CASE STUDY

CLIENT **Ancon**



ABOUT THE CLIENT

B2B — POINT OF SALE & CHECKOUT SOLUTIONS



Ancon provides point-of-sale and checkout technology for retail and hospitality businesses. Vibe Digital took over their B2B lead generation on Meta, rebuilding the account into a proper funnel over a 6-month period to bring down cost per lead and put every krona of ad spend to better use.

Client: Ancon

Where things stood

When we took over, another agency had been running the client's Facebook ads — mostly lead campaigns alongside smaller traffic campaigns. A review of the ad account showed the lead campaigns weren't being optimized correctly, or at all: ad sets with very high lead costs were still running and eating up more budget than the ad sets actually performing. Budget allocation and optimization were both lacking.

What we changed

After carefully examining the client's previous ads, results, and tracking, we built a structured, funnel-based campaign setup spanning top-funnel, middle-funnel, and bottom-funnel ad sets. We reallocated budget based on the data and kept optimizing continuously until we'd found the right target groups.

Where we started vs. today

Less than 6 months of partnership

BEFORE

Ad spend

57,869 SEK

Cost per lead

369.75 SEK

CTR / CPC

1.94% / 9.08 SEK

AFTER

Ad spend

101,107 SEK

Cost per lead

230.84 SEK

CTR / CPC

6.07% / 6.59 SEK

Campaign performance

Meta lead-generation campaigns, most recent reporting period

Campaign	Reach	Impressions	CTR	Spend (SEK)	Cost / lead (SEK)	Leads
VD – Launch – Lead Form	87,317	308,796	7.69%	48,389.05	229.33	211
VD – LeadForm – Lookalike	47,308	195,767	5.14%	34,601.48	207.44	167
VD – LeadForm	14,712	43,264	3.43%	7,829.22	391.46	20
VD – 27/5 – Lead Form – Lookalike Copy	23,712	52,448	2.78%	10,288.83	257.22	40



Let's build your next case study.

Free performance audit · senior strategist, not a junior AM · reply within one business day.



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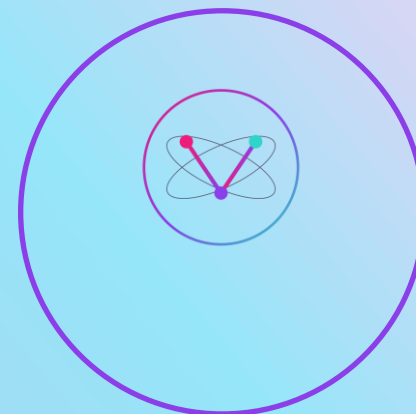
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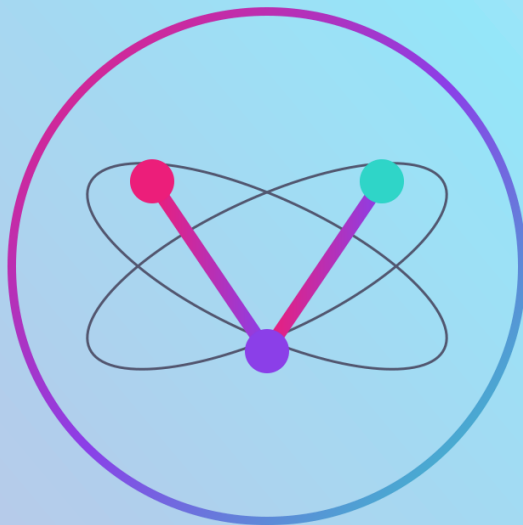
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