



We ran Meta ads

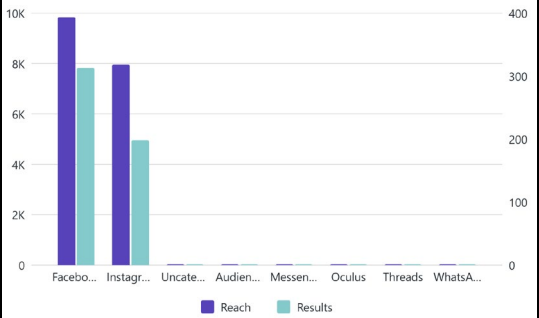
We tested out an ad campaign with great success:

- Tested a campaign to show the team a new way to generate leads.
- Collaborating with top EV charge point manufacturer.
- Securing 2 free Ohme ePods as prizes.

The results...

- **Cost Per Lead:** £0.98 – excellent for most industries.
- **Total Leads:** 511 – strong volume for £499.85 spent.
- **CTR:** 7.52% – well above the average (1–2%).
- **CPC:** £0.19 – very low, indicating strong ad engagement.
- **Demographics:** Best-performing group: men aged 25–54.
- **Platform Performance:** Facebook and Instagram driving the best results.
- **Budget Efficiency:** Full budget utilised effectively.
- Case studies/ install videos lined up for the winners next year (more opportunities to market)

Overall: Campaign is highly cost-efficient and well-optimised.



Age ⓘ
28 - 60

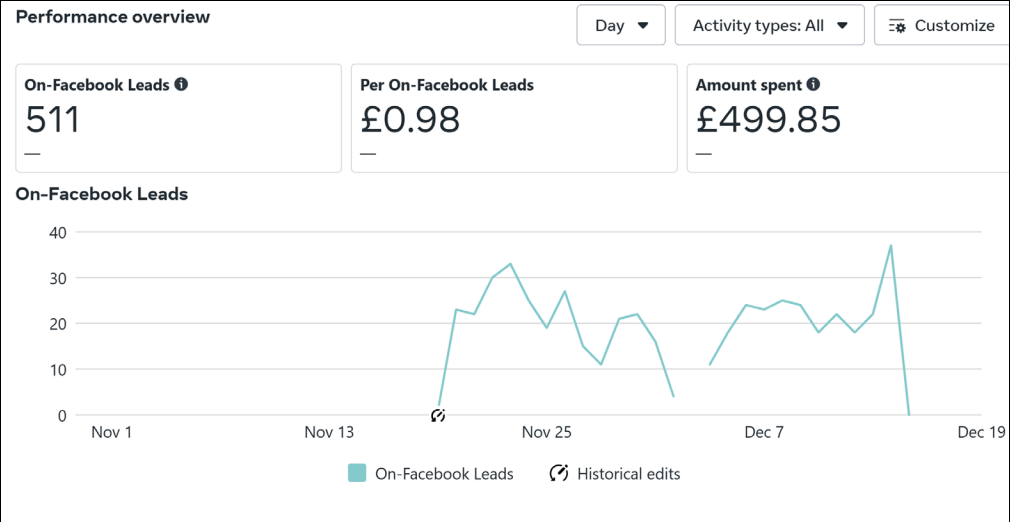
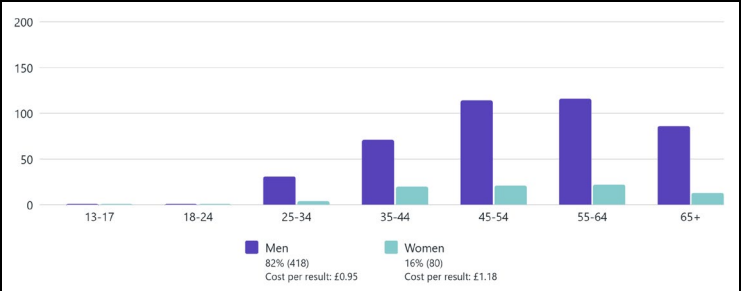
Gender ⓘ
All genders

Detailed targeting ⓘ
People who match:

- Interests: Electric car, Electric vehicle, Plug-in hybrid, Home improvement, Tesla Model X, Renewable energy, Tesla Motors, Electric vehicle conversion, Single-family detached home, Home, Sustainable energy, Residential area, Hybrid electric vehicle or Hybrids
- Behaviors: Technology early adopters
- Education level: Professional degree

The Results...

- ★ 511 prequalified leads from Meta
- ★ 251 prequalified leads from other sources




Cost per result	Budget	Amount spent	Ends	Impressions	CPM (cost per 1,000...)	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Clicks (all)	CTR (all)	CPC (all)	
£0.98 Per On-Facebook Leads	£500.00 Lifetime	£499.85	Dec 15, 2024	34,779	£14.37	1,049	£0.48	3.02%	2,617	7.52%	£0.19	
£0.98 Per On-Facebook Leads		£499.85 Total spent		34,779 Total	£14.37 Per 1,000 Impressions	1,049 Total	£0.48 Per Action	3.02% Per Impressions	2,617 Total	7.52% Per Impressions	£0.19 Per Click	

The Results...



443 leads


36 leads




Plug In Stations

Sponsored



 Win a Free Ohme ePod Charger & Installation!


Enter now for a chance at this [...See more](#)




WIN AN OHME ePOD EV CHARGER
(Claim your prize! Fast today!)

FORM ON FACEBOOK

Free Ohme ePod Charger Giveaway – Enter Now!

 Like

 Comment

21 leads

An advertisement for a giveaway of Ohme ePod EV chargers. The top section features a green plug icon, the text 'Plug In Stations', and a 'Sponsored' label. Below this, a text overlay reads: 'This Christmas, we're giving away not one but TWO Ohme ePod chargers with installation!'. To the right of this text is a 'See more' link. The main visual is a photograph of two cardboard boxes stacked on top of each other. Both boxes are branded with the 'Ohme' logo and the text 'The Intelligent EV Charger' and 'ohme-eu.com'. The top box is wrapped with a red and gold ribbon bow. The background of the photo is a blurred Christmas tree. Below the photo, the text 'FORM ON FACEBOOK' is displayed. Underneath that is the headline 'Win an Ohme ePod EV Charger & Free'. To the right of the headline is a grey button with the text 'Learn more'. At the bottom of the ad, there are two interactive elements: a thumbs-up icon with the text 'Like' and a speech bubble icon with the text 'Comment'.

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