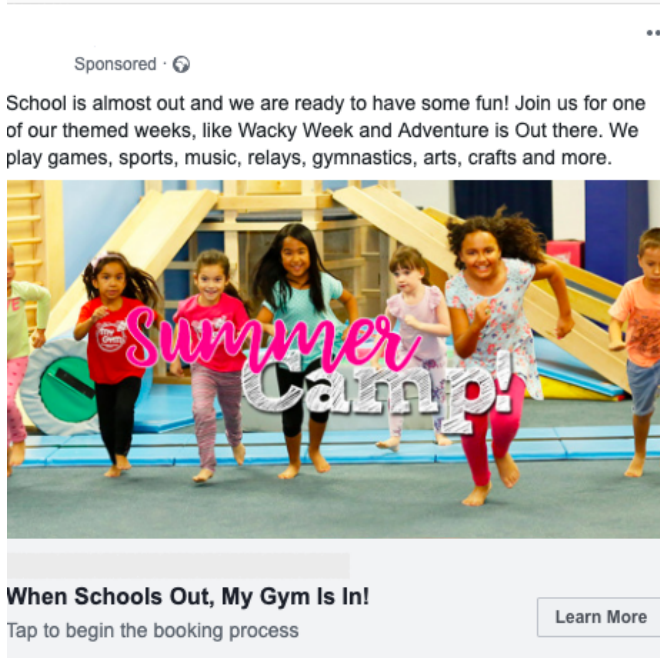


Campaign Goal: Reach & Leads

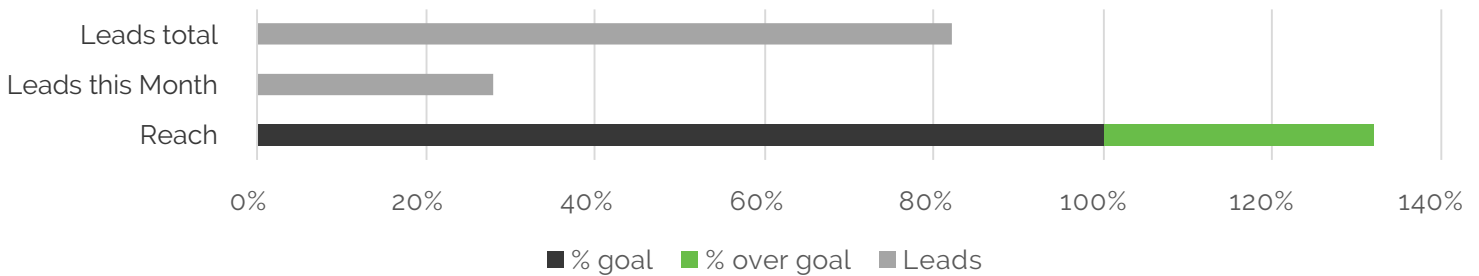
Campaign advertised summer programs and targeted parents in the area surrounding the business. The ad has been seen by **14,300 users** over the life of the campaign.



High resolution original image generates desire to learn more

Concise copy educates potential customers about services provided

Soft call to action encourages customer to complete lead form



28 leads
generated in
one month



4.49%
engagement
rate



Cost per
lead was
\$4.61



4.46%
lifetime
engagement
rate