

CASE STUDY · META ADS · LOCAL REAL ESTATE

Optimizing Facebook Ads for Andrews Real Estate

How a disciplined restructure of a scattered Meta ad account turned \$762 in spend into 63K+ users reached and consistent brand visibility across an Ohio residential market.

63,367 Unique accounts reached on Meta	\$0.59 Average cost per link click	100% Retained ads rated "Above Average" quality
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AT A GLANCE

CLIENT	Andrews Real Estate — Ohio-based residential real estate firm
AGENCY	The Growth Maverick
CATEGORY	Local real estate (residential listings & buyer engagement)
CAMPAIGN PERIOD	April 9 – June 21, 2024 (~10 weeks)
PLATFORMS	Meta Ads Manager (Facebook & Instagram)
TOTAL SPEND	\$762.50
FOCUS	Campaign restructuring · A/B testing · budget reallocation · cost-per-result optimization

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The Client

Andrews Real Estate is an Ohio-based residential real estate firm marketing listings and buyer engagement across local neighbourhoods. The firm was already running Meta ads to promote properties and generate interest, but the account was producing uneven results — the kind of ‘we’re spending money but we’re not sure what’s working’ picture familiar to anyone who has inherited a paid social account without a plan behind it.

The Growth Maverick was brought in to audit the account, restructure the campaigns, and squeeze more results from the same modest media budget.

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The Challenge

Two problems surfaced almost immediately once the account was under the microscope.

Uneven cost efficiency across ad sets.

Cost per result varied significantly from ad set to ad set — some were delivering clicks cheaply while others were burning budget with little to show for it. Because spend was distributed evenly regardless of performance, the account was quietly subsidising underperformers instead of doubling down on winners.

Inconsistent reach and frequency.

Some ad sets were reaching tens of thousands of users at a healthy frequency, while others hit only a few thousand people and cycled the same audience too often. The result was patchy brand visibility across the target market and a noisy signal on what was actually working.

The firm didn’t need a bigger budget — it needed a tighter system.

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The Approach

The strategy came down to four levers: monitor closely, test systematically, reallocate ruthlessly, and control cost at the placement level.

Active monitoring and adjustment

Every campaign, ad set, and creative was reviewed on a rolling basis to identify performance patterns. Ad sets that were failing to hit target CPC or engagement thresholds were paused — including the ‘1963 Bellflower Court’ and ‘3424 Parkbrook Drive’ listing ad sets once their windows closed. Ad sets showing traction were kept live and scaled.

A/B testing on creative and targeting

Rather than guessing what would work, structured A/B tests were used to isolate the actual drivers of performance. The ‘A/B Testing 24th May’ ad set compared creative variants and targeting parameters head-to-head, producing clean signal on what to keep. Carousel formats were also tested against single-image ads — the Carousel ad delivered 418 clicks at a \$0.62 CPC on \$261 spend, outperforming the single-image variant on engagement.

Budget reallocation toward proven performers

Budget was actively shifted from weaker ad sets to the ones with the best cost efficiency. The ‘3424 Parkbrook Drive’ ad set, for instance, was funded at \$35/day while it was pulling qualified clicks at \$0.63; less efficient sets had their daily spend cut or were paused outright. This turned the daily budget from a passive allocation into an active bet on the winners.

Cost control through placement and bid optimisation

Bid strategies were tuned and placement mix was adjusted to favour placements where the account was already winning. High-cost ads were paused rather than left to bleed budget, and Meta's automatic placements were narrowed where the data justified it.

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The Work

The restructured account in Meta Ads Manager — campaign-, ad-set-, and ad-level views across the ~10-week window.

Campaigns Andrews Real Estate (435745632278...												
Updated just now Discard Drafts Review and publish ...												
Search and filter Maximum: 9 Apr 2024 - 21 Jun 2024												
Campaigns Ad sets Ads												
+ Create [Icons] Edit A/B test [Icons] Rules View Setup Columns: Performance and clicks Breakdown Reports Export												
Off/On	Campaign	Delivery	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Imp	
☐	TrafficEngagementCampaign_22ndApril_Jaww...	Active	7-day click or 1...	1,105 Link Clicks	53,194	3.43	\$0.59 Per link click	Using ad set bud...	\$653.64	Ongoing		
☐	PN# 3424 Parkbrook Drive 27thApril Jawwad	Off	7-day click or 1...	104 Link Clicks	7,083	1.24	\$0.63 Per link click	Using ad set bud...	\$65.98	30 Apr 2024		
☐	PN# 1963 Bellflower Court 11thApril Jawwad	Off	7-day click or 1...	74 Link Clicks	3,299	1.26	\$0.58 Per link click	Using ad set bud...	\$42.88	14 Apr 2024		
Results from 3 campaigns			7-day click or ...	—	63,361 Accounts Centre acco...	3.09 Per Accounts Centre a...	—	—	\$762.50 Total Spent			

Campaigns Ad sets Ads												
+ Create [Icons] Edit A/B test [Icons] Rules View Setup Columns: Performance and clicks Breakdown Reports Export												
Off/On	Ad set	Delivery	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Sch	
☐	A/B Testing 24th May Jawwad	Active	7-day click or 1...	499 Link Clicks	32,263	3.61	\$0.60 Per link click	\$12.50 Daily	\$297.69	Ongoing	24 M	
☐	Engagement_testingCamp_22ndApril	Active	7-day click or 1...	606 Link Clicks	25,541	2.59	\$0.59 Per link click	\$12.50 Daily	\$355.95	Ongoing	22 A	
☐	3424 Parkbrook Drive Queries Adset Jaww...	Off	7-day click or 1...	104 Link Clicks	7,083	1.24	\$0.63 Per link click	\$35.00 Daily	\$65.98	30 Apr 2024	27 A	
☐	1963 Bellflower Court Queries Adset Jaww...	Off	7-day click or 1...	74 Link Clicks	3,299	1.26	\$0.58 Per link click	\$25.00 Daily	\$42.88	14 Apr 2024	11 A	
Results from 4 ad sets			7-day click or ...	—	63,361 Accounts Centre acco...	3.09 Per Accounts Centre a...	—	—	\$762.50 Total Spent			

Ads Andrews Real Estate (435745632278...												
Updated just now Discard Drafts Review and publish ...												
Search and filter Maximum: 9 Apr 2024 - 21 Jun 2024												
Campaigns Ad sets Ads												
+ Create [Icons] Edit A/B test [Icons] Preview Rules View Setup Columns: Performance and clicks Breakdown Reports Export												
Off/On	Ad	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Ad set	Amount spent	Ends	Quality ranking Ad relevance ...	
☐	Carousel_Ad_testing	7-day click or 1...	418 Link Clicks	16,230	2.34	\$0.62 Per link click	\$12.50 Daily		\$261.15	Ongoing	Above average	
☐	A/B split Testing AD Remax Revealty	7-day click or 1...	499 Link Clicks	32,263	3.61	\$0.60 Per link click	\$12.50 Daily		\$297.69	Ongoing	Above average	
☐	Single_Ad_testing	7-day click or 1...	188 Link Clicks	9,406	3.00	\$0.50 Per link click	\$12.50 Daily		\$94.80	Ongoing	Above average	
☐	New Traffic Ad with recommended settings	7-day click or 1...	74 Link Clicks	3,299	1.26	\$0.58 Per link click	\$25.00 Daily		\$42.88	14 Apr 2024	—	
☐	3 days traffic ad	7-day click or 1...	104 Link Clicks	7,083	1.24	\$0.63 Per link click	\$35.00 Daily		\$65.98	30 Apr 2024	—	
Results from 5 ads			7-day click or ...	—	63,367 Accounts Centre acco...	3.09 Per Accounts Centre a...	—	—	\$762.50 Total Spent			

Meta Ads Manager: three-tier view showing campaigns (top), ad sets (middle), and individual ads (bottom) — April 9 to June 21, 2024.

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The Results

Over the ~10-week window, the restructured account delivered efficient reach and engagement on a lean budget.

Account-level performance

Metric	Value
Unique accounts reached	63,367
Total link clicks	~1,280
Average cost per link click	\$0.59
Average frequency	3.09
Total spend	\$762.50
Ad quality ranking	Above Average across all retained ads

Standout ad sets

Ad set	Link clicks	Reach	Spend
A/B Testing 24th May	499	32,263	\$297.69
Engagement_testingCamp_22ndApril	606	25,541	\$355.95
Carousel_Ad_testing (top creative)	418	16,230	\$261.15

The bigger picture

The restructured account moved from patchy performance to a predictable, repeatable system where every dollar of spend could be attributed to a specific ad set and creative. A frequency of ~3 kept the brand visible without exhausting a finite local audience, and every retained ad reached **‘Above Average’ quality ranking** in Meta Ads Manager — a leading indicator that translated into stabilised CPC and improved reach efficiency almost automatically.

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Key Takeaways

Discipline beats scale.

Structured monitoring, honest pausing of losers, and steady reallocation toward proven performers outperformed a spread-thin budget approach. On \$762, the room for waste was zero — and the account delivered because that constraint forced discipline.

A/B testing is only useful if the results change what runs.

Testing without follow-through wastes both spend and time. The Carousel vs single-image test only paid off because the winning format got the budget and the loser got paused.

Frequency management matters in local markets.

An average frequency of ~3 kept the brand visible without exhausting a finite local audience — especially important for real estate, where the buyer pool in a given neighbourhood is small and burning through it early costs more than it saves.

Quality ranking is a leading indicator.

Once every retained ad hit 'Above Average' in Meta's quality signals, CPC stabilised and reach efficiency improved almost automatically. Chasing that rating turned out to be a good proxy for chasing performance.

Conclusion

By replacing scattered ad-set management with a structured cycle of monitoring, testing, reallocation, and cost control, Andrews Real Estate turned an underperforming ad account into a lean, measurable engine for local visibility and buyer engagement.

The broader principle: in digital advertising, the biggest gains rarely come from spending more. They come from spending better.