

SUCCESS STORY

Real Madrid

Attracting visitors and website traffic with Facebook lead ads

CLIENT

Named club of the century by FIFA, Real Madrid are one of the most acclaimed football teams in history, counting 12 Champions League trophies, 3 Intercontinental Cups, 33 La Liga titles, and 19 Copa del Rey cups amongst its accolades.



70%
CPL
DECREASE

2.4M
LEADS
GENERATED

OBJECTIVE

Real Madrid wanted to enter new markets and generate leads in 17 countries with a series of compelling lead ads.

STRATEGY

With over 105 million people who like its Page, Real Madrid knew that it had an audience on Facebook. But to generate leads in specific countries with lower engagement, the club decided to work with Adglow to carry out a strategic 3-month campaign.

The ads were launched in 3 waves that coincided with key events in the club's calendar, such as the Champions League final. The club used a range of ad formats, including lead ads, photo ads and carousel ads, and ran a series of A/B tests to optimise the campaign.

The same rigorous testing was carried out with the campaign's targeting. Lookalike audiences were created from a mix of sources, including the club's database, fans of Real Madrid, individual players and specific kit makers and boot models.

This campaign was a success across the board for Real Madrid. Not only did the club see an increase in leads—it also lowered its cost per lead by 70%.


