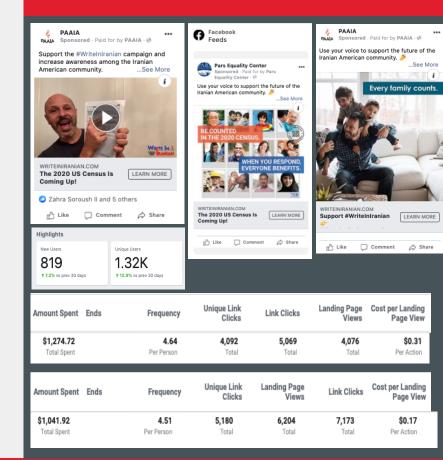
PARS and PAAIA



Pars Equality Center partnered with the Public Affairs Alliance of Iranian Americans (PAAIA) to increase awareness of participating in the 2020 census among the Iranian American community.

此 RESULTS:

Ad Variations

Created

Link Clicks

Impressions

Landing Page

Visits

STRATEGY:

Targeted Facebook ad campaign to support the objective of the campaign and drive visitors to the "Write in Iranian" website.

Development of the entire ad campaign from audience definition to development of copy and images. Split testing to optimize CPC and CTR, retargeting. Ongoing management and optimization.

SUMMARY:

The campaign generated extremely strong results. We created over 300 ad variations, generating over 600,000 impressions, more than 12,000 link clicks and over 10k landing page visits.



304

12,242

609,826

10.280