

PARS and PAAIA

Facebook Feeds

Pars Equality Center
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Use your voice to support the future of the Iranian American community. [...See More](#)

WRITEINIRANIAN.COM
The 2020 US Census is Coming Up! [LEARN MORE](#)

Zahra Soroush II and 5 others

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Highlights

New Users	Unique Users
819 ↑ 7.2% vs prev 30 days	1.32K ↑ 12.9% vs prev 30 days

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.

OUR 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.

RESULTS:

Ad Variations Created		304
Link Clicks		12,242
Impressions		609,826
Landing Page Visits		10,280

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.

Amount Spent	Ends	Frequency	Unique Link Clicks	Link Clicks	Landing Page Views	Cost per Landing Page View
\$1,274.72 Total Spent		4.64 Per Person	4,092 Total	5,069 Total	4,076 Total	\$0.31 Per Action

Amount Spent	Ends	Frequency	Unique Link Clicks	Landing Page Views	Link Clicks	Cost per Landing Page View
\$1,041.92 Total Spent		4.51 Per Person	5,180 Total	6,204 Total	7,173 Total	\$0.17 Per Action