



# 40% Lower CPA, 60% More Conversions MakeMeReach and Centre Européen de Formation

CEF chose MakeMeReach to run their Facebook campaigns due to the simplicity of MakeMeReach tools, which allowed effective management of creatives and optimization.

Centre Européen de Formation is a French distance learning school providing professional trainings to students looking for a job, in as different fields as early childhood, health, beauty, cooking and pet care.



**11k**  
new leads



Average cost per registration  
**40%**  
less than goal CPA



**17%**  
click-to-registration  
conversion rate



**60%**  
conversion increase compared  
to previous quarter

## Goal

- Acquire as many new leads as possible at a controlled cost per registration.

## Campaign highlights

- Segmented campaigns:** Users were targeted based on specific interests related to motherhood. Lookalike audiences of existing subscribers were also used.
- A/B testing of ad formats:** MakeMeReach enabled CEF to test the effectiveness of link ads vs. carousel ads, as well as to see how different messages and creatives were performing.
- Campaign optimization:** CEF was able to reduce its global CPA by:
  - Activating campaigns on the best days in terms of volume and CPI (excluding weekends and increasing spend on Mondays).
  - Focusing mainly on mobile and audience networks, which proved to have a higher conversion rate



### Rémi Duchatelet, Marketing Director

"MakeMeReach allows us to decrease the cost per registration. We send the correct message to the correct person at the right time on the correct device."