A Facebook Ads Performance Case Study at Tuan Kiet Foreign Language Center

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***Abstract*—This undergraduate study examines Facebook advertising for Tuan Kiet Foreign Language Center and describes changes to message-focused campaigns, creative material, audience targeting, and consultation follow-up. The source compares reported indicators before and after optimization. Its tables give click-through rate (CTR) as 1.2% versus 2.1%, cost per click as VND 5,000 versus 3,800, and cost per acquisition as VND 450,000 versus 280,000. A funnel table reports 1,000 versus 1,200 clicks, 120 versus 300 inquiries, and 25 versus 80 registrations. These figures are presented as the thesis's reported case comparison, not as independently audited platform exports. The intervention combines multiple changes and an increased daily advertising budget, from VND 300,000 to 500,000, so the source does not isolate the effect of any single change. The case illustrates how a small education provider can organize campaign metrics and consultation steps, while leaving causal attribution and longer-term performance open.**

***Index Terms*—Facebook advertising, digital marketing, education marketing, conversion funnel, campaign measurement**

I. Introduction

The center uses Facebook to reach prospective language learners who may need consultation before enrolling. The thesis identifies weak creative material, broad audience selection, and an incomplete conversion funnel as problems in its existing campaigns. It proposes a more deliberate combination of message ads, classroom and learner-feedback videos, audience segmentation, retargeting, and follow-up. The research question is practical: how did the center's recorded advertising and enrollment indicators change across the reported optimization period? The source is a single-center case study, not a randomized experiment [1]. Earlier ICTU undergraduate theses on related topics provide context [5], [6], [7], [8], [9], [10], [11]. These works were selected for this English summary and are not attributed to the source thesis bibliography. Published background sources on the methods and domain of this project provide context for the English summary [2], [3], [4].

II. Methods

The author describes the existing campaigns, then outlines a preparation, testing, optimization, scaling, and assessment sequence spanning approximately two to four weeks. Message ads are emphasized, with engagement ads supporting awareness. Creative content includes classroom footage and learner feedback, while the intended audience is split by needs and behavior. The source compares before/after values for cost per thousand impressions, cost per click, CTR, cost per acquisition, clicks, inquiries, and registrations. It also records a change in daily budget from VND 300,000 to 500,000. The thesis does not supply a complete raw Ads Manager export or a parallel control group in the material reviewed [1].

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III. Results

The thesis's Table 4.4 reports cost per thousand impressions falling from VND 60,000 to 52,000, cost per click from VND 5,000 to 3,800, CTR rising from 1.2% to 2.1%, and cost per acquisition falling from VND 450,000 to 280,000. Table 4.5 gives 1,000 versus 1,200 clicks, 120 versus 300 inbox inquiries, and 25 versus 80 registrations. Its click-to-inquiry proportion rises from 12% to 25%, and its inquiry-to-registration proportion from approximately 20.8% to 26.7%. The reported comparison is favorable, although these are case-level figures presented by the thesis and the source does not document the underlying raw observations for independent recalculation [1].

IV. Discussion

Several adjustments occurred together: message format, video and feedback content, targeting, consultation workflow, and higher daily spend. The before/after tables therefore show an association during this implementation, not which adjustment caused the change. The observation period is short and there is no matched comparison campaign, so seasonal demand or other factors cannot be excluded. The source also discusses brand recognition but offers no separate brand-lift measure. A future audit could retain campaign exports, registration logs, spend totals, and consistent observation windows, then test individual changes with a controlled comparison. Related earlier ICTU work on customer data, online promotion, and channel integration provides context rather than a benchmark for the center's figures [1].

V. Conclusion

The reported Facebook Ads case shows improved CTR, lower per-click and per-acquisition costs, more inquiries, and more registrations after a package of campaign and consultation changes. Because the budget rose and multiple factors

changed simultaneously, these reported figures should not be read as proof of a single intervention's causal effect. The study offers a concrete measurement framework for subsequent, better documented campaign evaluations [1].

References

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