

Case Study - 04

This campaign was for a client looking to pull people into her sales funnel with 3 separate free offers that ran sequentially. Despite a tracking error on the client's end for the 2nd promotion (explaining the lack of opt-ins for 2 ad sets), the campaign was still a massive success, **with 154 measured opt-ins at \$7.07 per opt-in.**

Account: [REDACTED] Search Filters Lifetime: Jun 28, 2017 – Jul 8, 2017 Note: Does not include today's data

Account Overview Campaigns 1 selected Ad Sets for 1 Campaign Ads for 1 Campaign

+ Create Ad Set Edit Duplicate Ad Sets... Create Rule More

Columns: Performance Breakdown Export

| | Ad Set Name | Delivery | Results | Reach | Cost per ... | Budget | Amount Spent |
|--------------------------|--|----------|----------------------------|------------------|-------------------------------|----------------------|---------------------------|
| <input type="checkbox"/> | [REDACTED] - Lookalike X Competitors - Copy | Inactive | 33 Opt-In: Mindset... | 8,059 | \$7.58 Per Opt-In: Min... | \$250.00 Lifetime | \$250.00 of \$250.00 |
| <input type="checkbox"/> | [REDACTED] - Email List - Copy | Inactive | 43 Opt-In: Mindset... | 2,833 | \$5.81 Per Opt-In: Min... | \$250.00 Lifetime | \$250.00 of \$250.00 |
| <input type="checkbox"/> | [REDACTED] - Email List - Copy | Inactive | 69 Opt-In: Four Pill... | 2,956 | \$2.90 Per Opt-In: Four... | \$200.00 Lifetime | \$200.00 of \$200.00 |
| <input type="checkbox"/> | [REDACTED] - Lookalike X Competitors - Copy | Inactive | — Opt-In: Super P... | 3,704 | — Per Opt-In: Sup... | \$200.00 Lifetime | \$199.05 of \$200.00 |
| <input type="checkbox"/> | [REDACTED] - Email List - Copy | Inactive | — Opt-In: Super P... | 1,550 | — Per Opt-In: Sup... | \$200.00 Lifetime | \$146.97 of \$200.00 |
| <input type="checkbox"/> | [REDACTED] - Lookalike X Competitors - Copy | Inactive | 5 Opt-In: Four Pill... | 2,876 | \$6.89 Per Opt-In: Four... | \$200.00 Lifetime | \$34.44 of \$200.00 |
| <input type="checkbox"/> | Retarget: Offer 1 & 2 Traffic | Inactive | 4 Opt-In: Four Pill... | 118 | \$1.44 Per Opt-In: Four... | \$2.00 Daily | \$5.74 of \$5.74 |
| <input type="checkbox"/> | Retarget: Offer 1 Traffic <small>View Charts Edit Duplicate</small> | Inactive | — Opt-In: Super P... | 9 | — Per Opt-In: Sup... | \$2.00 Daily | \$3.17 of \$3.17 |
| ▶ Results from 8 Ad Sets | | | — Multiple Conver... | 18,937 People | — Multiple Conver... | | \$1,089.37 Total Spent |