



# Case Studies

RESULTS SPEAK FOR THEMSELVES.





# Results

Niche: Med Spa

- Med Spa had a goal of paying \$31.85 per lead, we managed to generate leads at \$9.06 decreasing the cost by 71.55%
- Client had a goal of paying \$127 per booked call, we managed to generate booked calls at \$22.15, decreasing the cost by 82.61%

L2C - Phase 1 - Website Leads - 02/06	66 <sup>[2]</sup> Website Leads	9,351	13,812	\$9.06 <sup>[2]</sup> Per Lead	\$598.06	Ongoing	27 <sup>[2]</sup>	27 <sup>[2]</sup>
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	Page Views		Opt-Ins	
	All	Uniques	All	Rate
> <input checked="" type="checkbox"/> Lead Magnet	453	379	69	18.21%
> <input checked="" type="checkbox"/> Booking	88	73	27	36.99%
> <input checked="" type="checkbox"/> Thank You	30	26	-	-
> <input checked="" type="checkbox"/> Privacy Policy	2	2	-	-





# Results

Niche: Agency

- Agency had the goal of generating booked calls at \$44, we managed to generate the booked calls for \$34.68 each, decreasing the cost by 22%. We also generated leads at \$9 each.

Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Appointments Scheduled
L2C - Phase 3 - Website Leads - 01/30	117 [2] Website Leads	56,591	104,966	\$34.68 [2] Per Lead	\$4,057.16	Ongoing	15 [2]

	Page Views		Opt-Ins	
	All	Uniques	All	Rate
> <input checked="" type="checkbox"/> Optin	1050	896	105	11.72%
> <input checked="" type="checkbox"/> VSL	159	133	14	10.53%
> <input checked="" type="checkbox"/> Thank You	18	13	-	-
> <input checked="" type="checkbox"/> Appointment Confirmation	2	1	-	-
> <input checked="" type="checkbox"/> Privacy Policy	4	3	-	-





# Results

Niche: Coach

- An info-producer coach had the goal of generating leads at \$20, we managed to generate them at \$9.65, saving 51.56% per lead, he also needed booked calls to be under \$150, we managed to generate them for about \$18.5, 87.64% better than the goal

Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Appointments Scheduled
[ON] [FLZS-S] [LEAD] [OPTIN] Gavin Watson	48 <sup>[2]</sup> Website Leads	6,200	10,652	£9.65 <sup>[2]</sup> Per Lead	£463.27	Ongoing	5 <sup>[2]</sup>

	Page Views		Opt-Ins	
	All	Uniques	All	Rate
> <input checked="" type="checkbox"/> Optin	290	238	47	19.75%
> <input checked="" type="checkbox"/> VSL	198	143	25	17.48%
> <input checked="" type="checkbox"/> Thank You	25	25	-	-
> <input checked="" type="checkbox"/> Disclaimer	1	1	-	-
> <input checked="" type="checkbox"/> Privacy Policy	1	1	-	-





# Results

Niche: Agency

An Agency for HVAC Companies had a goal of generating leads for around \$122, we managed to generate them at \$46.8. Their desired cost for booked calls was around \$600 based on history, we managed to generate booked calls for \$316, 48% better than what they had before.

Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Appointments Scheduled	Website appointments scheduled
L2C: P3 - Air Conditioning/Heating System/Entrepreneurship/Tool Brands/   Men   25-5...	27 <sup>[2]</sup> Website Leads	12,023	24,868	\$46.83 <sup>[2]</sup> Per Lead	\$1,264.42	Ongoing	4 <sup>[2]</sup>	4 <sup>[2]</sup>

	Page Views		Opt-Ins	
	All	Uniques	All	Rate
> <input checked="" type="checkbox"/> Optin	697	612	31	5.07%
> <input checked="" type="checkbox"/> VSL	47	37	-	-
> <input checked="" type="checkbox"/> Booking	33	23	12	52.17%
> <input checked="" type="checkbox"/> Thank You	14	12	-	-
> <input checked="" type="checkbox"/> Privacy Policy	3	3	-	-
> <input checked="" type="checkbox"/> Appointment Confirmation	1	1	-	-





# Results

Niche: Real Estate Coach

A real estate coach was promoting a webinar to help people with their investments on the market. The goal was to generate applicants for his webinar for \$15 each, we managed to generate them at \$4.48. About 70% better than expected.

Using ad set bid...	Using ad set bu...	7-day click or ...	360 <sup>[2]</sup> Website Leads	45,232	62,752	\$4.48 <sup>[2]</sup> Per Lead
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# Results

Niche: Video Editing for Reels and Tiktok

- Client is an agency selling a subscription for Tik toks and Reels editing was looking for a cost per lead of \$48 with a cost per booked call of around \$240. We managed to generate leads at \$5 and booked calls at \$19 generating results 88% better in cost per lead and 92% better in booked calls

Off / On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent
<input type="checkbox"/>	TOFU   COLD   Free 14 Day Trial   Starter Phase	80 [a] Website Leads	10,158	15,305	\$5.49 [a] Per Lead	\$439.32

	Page Views		Opt-Ins	
	All	Uniques	All	Rate
> <input checked="" type="checkbox"/> Optin	779	616	75	12.18%
> <input checked="" type="checkbox"/> VSL	125	93	23	24.73%
> <input checked="" type="checkbox"/> Thank You	57	31	-	-
> <input checked="" type="checkbox"/> Privacy Policy	6	5	-	-
> <input checked="" type="checkbox"/> Calendar	14	5	5	100.00%
> <input checked="" type="checkbox"/> Appointment Confirmation	4	4	-	-





# Results

Niche: Leadership Coach

- Client is a leadership coach looking for managers looking to become better leaders. Expected cost per lead was \$30 and expected cost per booked calls was \$200. We managed to generate leads at \$13 and booked calls at \$144. Providing results 56% when comes to cost per lead and 27% better on the booked calls

<input type="checkbox"/>	Off / On	Campaign		At sett	Results	Reach	Impressions	Cost per result	Amount spent
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TOFU   Ascend Executive Leadership   Starter Pha...	d set bu...	7..	89 [2] Website Leads	33,856	54,242	\$13.03 [2] Per Lead	\$1,159.68

	Page Views		Opt-Ins	
	All	Uniques	All	Rate
> <input checked="" type="checkbox"/> Optin	634	536	91	16.98%
> <input checked="" type="checkbox"/> VSL	114	99	8	8.08%





# Results

Niche: Fitness Program

- Client sells a fitness program and was looking to get leads for around \$22 and booked calls around \$111. We managed to generate high levels of interest with leads at \$2.18 and booked calls at \$63. With a cost per lead 90% better than expected and 42% better than expected for each booked call

<input type="checkbox"/>	TOFU   Jason Nelson   Body Image Fitness   ...	7-day click o...	293 On-Facebook Leads	9,723	18,328	\$2.18 Per On-Facebook Le...	\$638.30
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	Page Views		Opt-Ins	
	All	Uniques	All	Rate
> <input checked="" type="checkbox"/> Optin	5	3	-	-
> <input checked="" type="checkbox"/> VSL	182	167	10	5.99%





# Results

Niche: Agency for Tree services companies

- Client was looking for a cost per lead around \$12. We managed to generate leads at \$3 and booked calls at \$12 each. 74% of performance gain on cost per lead.

<input type="checkbox"/>	<input checked="" type="checkbox"/>	TOFU   Cold   Tree Servicers   Starter Phase	7-day click o...	271 On-Facebook Leads	30,736	94,474	\$2.99 Per On-Facebook Le...	\$810.29
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	Page Views		Opt-Ins	
	All	Uniques	All	Rate
<input checked="" type="checkbox"/> Opt In Page	-	-	-	-
> <input checked="" type="checkbox"/> VSL PAGE	204	159	22	13.84%





# Results

Niche: Weight Loss product

- Client had to goal of generating leads for \$15 and booked calls for around \$75. We managed to get them leads for \$3.41 and booked calls for \$35. Providing them 77% more efficiency when comes to lead cost and 52% on booked calls

<input checked="" type="checkbox"/>	L2C - Phase 3 - Website Leads - 2/7	-day click o...	320 <sup>[2]</sup> Website Leads	9,068	16,083	\$2.88 <sup>[2]</sup> Per Lead	\$920.05	Ongoing
<input type="checkbox"/>	L2C - P2: Audiences - Leads: Conversions - ...	-day click o...	282 <sup>[2]</sup> Website Leads	12,042	18,327	\$4.02 <sup>[2]</sup> Per Lead	\$1,135.01	Ongoing
<input type="checkbox"/>	L2C - Phase 1 - Leads Website - 01/18	-day click o...	111 <sup>[2]</sup> Website Leads	4,714	7,247	\$3.24 <sup>[2]</sup> Per Lead	\$359.64	Ongoing
<b>Results from 5 campaigns ⓘ</b>			—	<b>20,981</b> Accounts Center acco...	<b>41,968</b> Total	—	<b>\$2,437.57</b> Total Spent	

	Page Views		Opt-Ins	
	All	Uniques	All	Rate
> <input checked="" type="checkbox"/> <b>Optin</b>	3316	2413	713	29.55%
> <input checked="" type="checkbox"/> <b>VSL</b>	846	617	-	-
> <input checked="" type="checkbox"/> <b>Booking</b>	179	125	69	55.20%
> <input checked="" type="checkbox"/> <b>Booking (Clone)</b>	65	55	39	70.91%





# Results

Niche: Financial Advisor

- Client was looking for leads at \$33 and booked calls at \$165. We managed to find a big demand for their work. Generating leads around \$9 and booked calls at \$33. Providing them 70% more efficiency in lead cost and 66% more on cost per booked call

<input checked="" type="checkbox"/>	L2C - Phase 1 - Leads Website - 01/20	7-day click o...	133 <sup>[2]</sup> Website Leads	16,603	34,259	\$9.67 <sup>[2]</sup> Per Lead	\$1,286.76
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	Page Views		Opt-Ins	
	All	Uniques	All	Rate
> <input checked="" type="checkbox"/> Optin	964	741	222	29.96%
> <input checked="" type="checkbox"/> VSL	290	230	23	10.00%
> <input checked="" type="checkbox"/> Calendar Page	13	12	2	16.67%





# Results

Niche: Coaching for Real Estate Investing

- Client had the goal of generating leads at \$37 each and booked calls at \$206. We managed to get them leads at around \$7 and booked calls at \$47. That means 74% more efficiency on cost per lead and 77% on cost per booked call

<input checked="" type="checkbox"/>	L2C - Phase 1 - Leads Website - 01/19   DO...	7-day click o...	266 <sup>[a]</sup> Website Leads	16,538	38,133	\$7.22 <sup>[a]</sup> Per Lead	\$1,920.91
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	Page Views		Opt-Ins	
	All	Uniques	All	Rate
> <input checked="" type="checkbox"/> Optin	1377	1067	227	21.27%
> <input checked="" type="checkbox"/> VSL	315	239	-	-
> <input checked="" type="checkbox"/> Calendar	70	54	25	46.30%





# Thank You!

What are you waiting for? Be our next succes case

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