

The background features several large, overlapping geometric shapes in shades of blue, green, and purple. A large blue square is in the top right, a green circle is partially visible on the right edge, a blue rounded rectangle is in the center, a green rounded rectangle is to its left, a large dark blue rounded rectangle is below the center, a purple rounded rectangle is in the bottom left, and a blue square is in the bottom center.

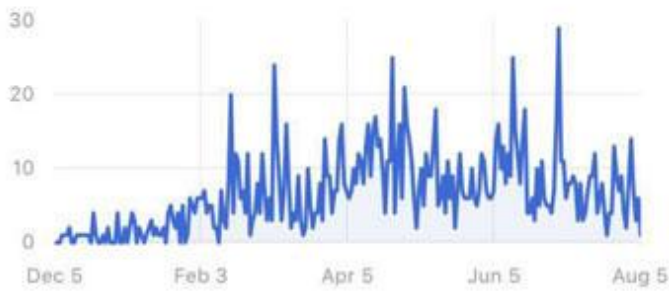
Client Case Studies

Dec 5, 2016 - Aug 5, 2017

1,617
Conversions

\$23,288.13 spent

Conversions per Day



Spotlight

Cost per Sale Value: \$290

Conversion: 1,617

Cost per Conversion: \$14.40

PERFORMANCE

Cost per Conversion **\$14.40**

Ad Set Name	CTR (All)	CPC (All)	Impressions	Website Add...	Website Pur...	Cost per ...	Website Pur...
[Ad Set Name]	8.97%	\$0.06	26,704	549	85	\$1.63	6.93
[Ad Set Name]	7.39%	\$0.08	22,607	540	90	\$1.46	7.22
[Ad Set Name]	6.88%	\$0.10	17,526	489	78	\$1.51	8.01
[Ad Set Name]	5.67%	\$0.10	15,607	389	67	\$1.30	8.03
[Ad Set Name]	6.46%	\$0.10	11,806	138	26	\$2.97	3.82
[Ad Set Name]	6.05%	\$0.11	10,365	123	28	\$2.53	4.08
[Ad Set Name]	5.83%	\$0.08	14,586	199	32	\$2.19	6.72
[Ad Set Name]	7.58%	\$0.07	11,742	141	25	\$2.67	
Results from 10 ad sets:	6.95% Per Impression	\$0.08 Per Click	143,837 Total	2,726 Total	452 Total	\$1.84 Per Action	6.21 Average

Spotlight: Digital Crafting Products

CTR: 6.95%

Conversions: 452

Return on Ad Spend: 6.21x



CLASSY Cat Eye Sunglasses
 August 30 at 4:19am · 🌐

You are a CLASSY cat lady 🐾 with fabulous taste and you need to add these luxurious cat eye sunglasses to your wardrobe!
 Designed to resemble the most wanted feature in the world, cat eyes, and bedazzled with beautiful rhinestone jewels to ensure you shine through wherever you go!
 Whether you are strutting your stuff down the sidewalk on a sunny day, hunting down sales at your favorite shops, or partying it up on the beach, these sunglasses will perfectly fit all your occasions!
 FREE Worldwide Shipping!
 Order yours here: <https://goo.gl/tSxMRc>



Like Comment Share

Chronological

665 Shares 262 Comments

Spotlight: New Client 7 day results

Product: Pet Affinity Products

Return on Ad Spend: 2.30x Create Ad

Last 7 days: Sep 1, 2017 - Sep 7, 2017

Search business

Ad Sets

State Rule	CPM (Cos...)	Link Clicks	CPC (Cost...)	CTR (LL...)	Website Pur...	Website Pur...
ions	22,722	301	\$0.70	1.32%	14	2.16
	32,195	—	—	—	—	—
	9,915	262	\$0.77	2.64%	10	2.36
	7,268	116	\$0.89	1.60%	6	2.32

Spotlight: Cart Abandonment

Conversions: 231

Status

Cart Abandonment retargeting \$2.35 per

	● Active	● Active
Results	72 Conversions	159 Conversions
Reach	62,734	2,917
Cost per Result	\$13.80 per Conversion	\$2.35 per Conversion



Spotlight: Affinity Membership & Events

Price Point: \$125

Conversion Cost: \$17.56 & \$9.13

Campaign Name	Results	Reach	Frequ...	CTR (LL..)	Link Clicks	Cost	Amount Spent
Membership	538	222,656	4.10	0.93%	8,516	\$17.56	\$49.29
Indy Conventi...	292	26,527	7.75	0.56%	1,159	\$9.13	\$6.18
Results from 2 Campaigns		244,324	4.58	0.87%	9,675	\$12,115.47	Total Spent

Ad Set Name	Delivery	Results	Reach	Cost per ...	Budget	Amount Spent	Schedule
Membership Th...	Active	247	61,831	\$12.16	\$42.03	\$3,003.82	Mar 27, 2017
Membership Th...	Active	187	118,987	\$12.86	\$34.72	\$2,142.98	Mar 27, 2017
Membership Th...	Active	153	201,019	\$14.31	\$29.42	\$2,183.54	Mar 27, 2017
Membership Th...	Active	117	185,878	\$17.97	\$28.03	\$2,142.98	Mar 27, 2017
Membership Th...	Active	85	78,974	\$18.00	\$28.03	\$2,142.98	Mar 27, 2017
Membership Th...	Active	79	136,766	\$15.22	\$16.81	\$1,141.44	Apr 23, 2017
Membership Th...	Active	45	13,477	\$16.70	\$14.00	\$179.36	Jun 3, 2017
Membership Th...	Active	44	82,042	\$12.88	\$9.68	\$637.90	May 5, 2017
Results from 15 Ad Sets		1,202	496,052	\$12.88	\$15,484.95	Total Spent	

Spotlight: Aviation Membership

Other Forms of Advertising Cost per: \$40

Conversion Cost on Facebook: \$12.88

GET CASH FOR YOUR HOUSE... FAST!

Get no-obligation, quick, all-cash offer!

AND GET AN EXTRA \$500 FOR MOVING!

- Sell your home in 10 days - NO MATTER the Condition or Situation
- No Time & Money WASTED Hoping Your Home
- NO Fees, NO Commissions, NO Showings, Little Paperwork
- Close Fast - Get CASH in Your Pocket - Within Weeks or Less!

Click for Homes takes the heavy lifting & paperwork out of selling your property and puts cash in your pocket. We're a local Minnesota & Illinois, family-run company. We buy, sell, lease, manage for you a home! We buy what a fast sale buyer with all the needed fix-ups! Let's get started now!

GET MY CASH OFFER NOW!

Search business MU Digital

Search Filters Lifetime: Jun 26

1 selected Ad Sets for 1 Campaign Ads for 1 Campaign

Ad Set	Results	Reach	Cost per ...	Budget	Amount Spent
Active	2	70,642	\$1,408.37	\$96.00	\$2,816.73
3 Approved	1st Step		Per 1st Step	Daily	
Active	97	29,788	\$10.52	\$90.00	\$1,020.48
	2nd pg un-niched		Per 2nd pg un-n...	Daily	
Active	162	19,610	\$4.70	\$50.00	\$761.42
	Coaching LP		Per Coaching LP	Daily	
Active	23	14,786	\$11.23	\$50.00	\$258.18
	2nd pg un-niched		Per 2nd pg un-n...	Daily	
Active	30	14,016	\$8.28	\$46.00	\$248.45
	2nd pg un-niched		Per 2nd pg un-n...	Daily	
Active	12	12,062	\$19.03	\$30.00	\$228.39
	1st page of funnel		Per 1st page of ...	Daily	
Active	—	6,890	—	\$30.00	\$190.22
	1st Step		Per 1st Step	Daily	
Active	—	5,312	—	\$30.00	\$102.95
	1st Step		Per 1st Step	Daily	
Multiple Conver...	—	156,167	—	—	\$5,688.73
					Total Spent

We Buy Houses for Cash in Minneapolis and Chicago - Need Heavy Repair? No Problem!

Watch our TV Spot and Learn More about Selling Your Home!

Watch the quick clip and learn more about our services and the happy customers we've worked with!

Get my cash offer now!

Selling Your Home?

CALL FOR HOMES

STEP 1: Call or Complete the Online Form

STEP 2: View Property and Collect Data

STEP 3: Cash Offer and easy to understand Contract

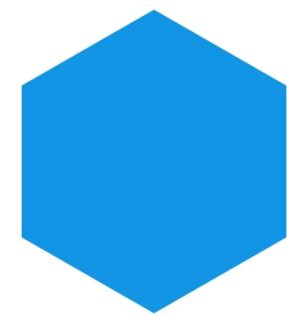
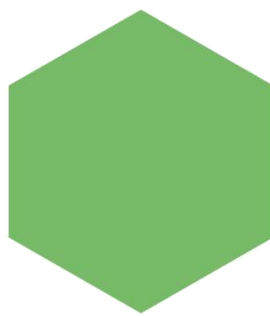
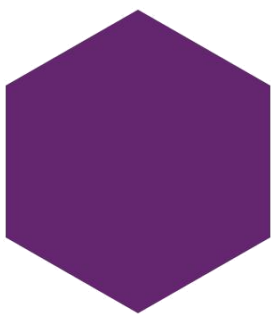
Results from 10 Ad Sets

Spotlight: Lead Gen

Conversions: 326

Cost Per Lead: \$17.44

Conversion Value: \$5,000



CPC (Cos... ?)	CTR (Li... ?)
\$4.59	1.01%
\$1.93	0.96%
\$5.61	0.64%
\$1.74	1.56%
\$2.15	0.83%
\$1.65	1.22%
\$5.93	0.54%
\$4.55	0.53%
—	—
\$2.67 Per Action	0.95% Per Impressi...

Cost per ... ?
\$32.15
\$44.45
\$42.05
\$79.90
\$39.69
\$26.43
\$65.23
\$59.18
—
\$42.16 Per Action

Spotlight: Pain Doctor

Cost Per Click: \$2.67
 Cost per Result: \$42.16
 Conversion Value: \$2,000



Spotlight: Coaching Webinar

Cost Per Registrant: \$4-5
 Click thru Rate: 9-13%
 Relevancy Score: 10

Ad Name	Results ?	Reach ?	CTR (All) ?	Cost per Res... ?	Amou... ?	R... ?
[Redacted Ad Name]	125 Lead Webinar R...	14,338	13.07%	\$4.16 Per Lead Webina...	\$519.73	10
[Redacted Ad Name]	108 Lead Webinar R...	8,399	11.00%	\$4.70 Per Lead Webina...	\$507.13	10
[Redacted Ad Name]	64 Lead Webinar R...	9,706	15.15%	\$5.36 Per Lead Webina...	\$343.24	10
[Redacted Ad Name]	26 Lead Webinar R...	4,878	12.46%	\$6.63 Per Lead Webina...	\$172.36	10
[Redacted Ad Name]	21 Lead Webinar R...	2,088	9.26%	\$4.88 Per Lead Webina...	\$102.43	10
[Redacted Ad Name]	19 Lead Webinar R...	2,569	9.95%	\$4.49 Per Lead Webina...	\$85.22	10



Campaign	Budget	Status	Clicks	Impr.	CTR	Cost	All conv.	Cost / all conv.	All conv. rate
...	\$290.00/day	Eligible	42,133	1,361,781	3.09%	\$35,107.99	4,414.00	\$7.95	10.48%
...	\$350.00/day	Limited by budget	18,303	220,474	8.30%	\$12,845.83	1,587.00	\$8.09	8.67%
...	\$10.00/day	Eligible	19	40	47.50%	\$10.62	2.00	\$5.31	
Total - all but removed campaigns			60,455	1,582,295	3.82%	\$47,964.44	6,003.00	\$7.99	9.93%
Total - Search	\$650.00/day		60,455	1,582,295	3.82%	\$47,964.44	6,003.00	\$7.99	

Spotlight: Google Adwords

Conversion rate: 9.93%
 Over \$331,718.00 dollars spent
 CPA: \$12.02

Campaign	Budget	Status	Clicks	Impr.	CTR	Cost	All conv.	Cost / all conv.	All conv. rate
...	\$75.00/day	Eligible	3,232	62,486	5.17%	\$3,359.05	177.00	\$18.92	5.49%
...	\$60.00/day	Eligible	411	30,868	1.33%	\$606.67	19.00	\$31.76	4.65%
...	\$55.00/day	Eligible	436	29,219	1.49%	\$820.39	21.00	\$39.07	4.82%
...	\$100.00/day	Eligible	1,213	9,554	12.70%	\$1,175.61	110.00	\$10.69	9.07%
Total - all enabled campaigns			5,292	132,129	4.01%	\$5,961.72	327.00	\$18.19	6.19%
Total - all experiments			665	29,055	2.29%	\$88.00	58.00	\$1.52	8.72%
Total - all campaigns	\$290.00/day		644,749	30,750,338	2.10%	\$331,718.11	27,569.00	\$12.02	4.29%
Total - Search			635,588	28,604,488	2.22%		27,518.00		4.34%

Spotlight: Website & Landing Page Builds

Shopify Refresh - timeframe 1 week!

FREE CAR PHONE MOUNT HOLDER GIVEAWAY

3D Scanning Systems & Services

3D SCANCO

car phone mount holder

Spotlight: Coaching Funnel

