HOW ROBIN INCREASED LEAD GENERATION BY 100% THANKS TO THE SAVVY SISTERS



INCREASE IN LEAD GENERATION



COST PER RESULT



We isolated, through statistical research and testing, a handful of high performing ads for Robin's future use, in doing so we significantly lowered her cost per click for getting traffic to her site, implemented a retargeting campaign that significantly lowered the cost per email signup and increased the number of email signups by over 100% within the same overall ad spend budget.

IWe increased the amount of likes on Robin's

Facebook business page and engagement the
engagement on posts. The retargeting campaign
has effectively started to increase Website lead
conversions.

The retargeting campaign that we ran lowered the website lead acquistion cost. On average the retargeting campaign was showed to each person 4.16 times.

CHALLENGE

Robin runs the website anywherenanytime.com a resource for stay-at-home moms (and dads) who are looking for legitimate ways to earn income online from the convenience of home. Robin needed help getting traffic to her website and seeked our services for FB advertisement.

SOLUTION

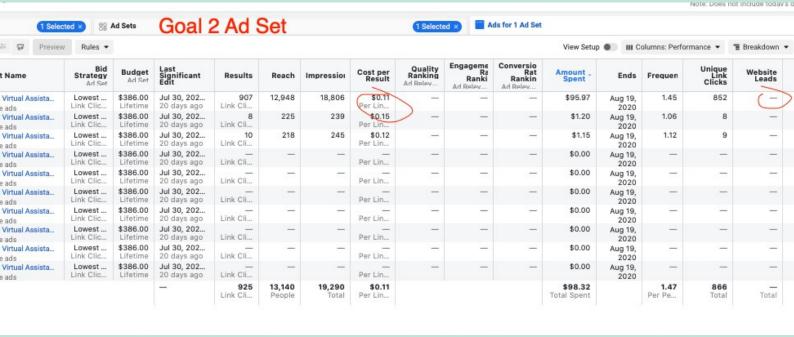
We ran several ads in order to test her best audience.

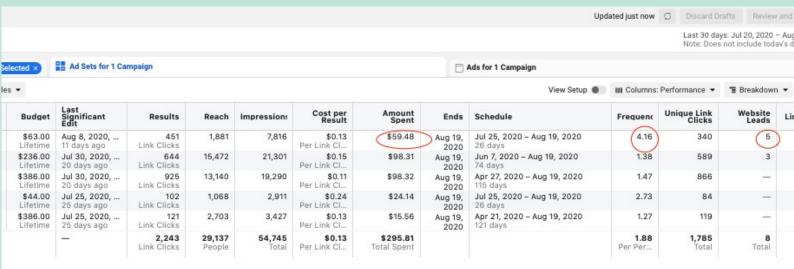
We started with A and B testing where we tested her audience against two like groups, and were able to pinpoint the exact audience who resonated with her ads. We also found the best performing ads and started to retarget those ads to an audience specifc to Robin's niche.

We significantly lowered her cost per click for getting traffic to her site, down to \$0.11 per ad. We implemented a retargeting campaign that significantly lowered the cost per email signup and increased the number of email signups by over 100% within the same overall ad spend budget. IWe increased the amount of likes on Robin's Facebook business page and engagement the engagement on posts. The retargeting campaign has effectively started to increase Website lead conversions to a 150% increase. We were also able to answer all of Robin's questions so that felt confident knowing what was happening with her Facebook ads.

It was a good experience. You heard my needs and adjusted to meet them. I often had questions and you were there to answer them. When I had further questions, you didn't just stop, you kept answering until I got what I needed to know. I also liked that we could use voice messages and Loom, in addition to emails, to communicate. It made things easier for me.

ROBIN MC CARROL





Retargeting campaign lowered cost Website Lead acquisition cost On average the retargeting campaign was showed to each person on average 4.16 times

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			M = 0 1000 1 C 0 2 100 100 2 9
PageView Active		Browser	4.9K Last received 15 minu
Lead • Active		Browser	19 Last received 13 hour
Subscribe • Active		Browser	9 Last received 2 days a
_missing_event Active	A	Browser	8 Last received 1 day ag
Contact No Recent Activity		Browser	8 Last received 8 days a
Complete Registration No Recent Activity			0 Waiting for first event

Used by

Connection Method

Total Events↓

Increased Lead acquisition in last From July - August (19) vs.

WANT TO INCREASE YOUR LEAD GENERATION THROUGH ADS?

WE CAN HELP.

SIGN UP FOR A FREE DISCOVERY CALL BY CLICKING HERE