

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

150%

**INCREASE IN
LEAD GENERATION**

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.

\$0.11

COST PER RESULT

We 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.

907

LINK CLICKS

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

RESULTS

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.

We increased the amount of likes on Robin's Facebook business page and 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 she 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

RESULTS

Note: Does not include today's data

1 Selected x Ad Sets Goal 2 Ad Set 1 Selected x Ads for 1 Ad Set

Preview Rules View Setup Columns: Performance Breakdown

Ad Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Ranking	Conversion Rate Ranking	Amount Spent	Ends	Frequency	Unique Link Clicks	Website Leads
Virtual Assista... e ads	Lowest ... Link Clic...	\$386.00 Lifetime	Jul 30, 202... 20 days ago	907 Link Cli...	12,948	18,806	\$0.11 Per Lin...	—	—	—	\$95.97	Aug 19, 2020	1.45	852	—
Virtual Assista... e ads	Lowest ... Link Clic...	\$386.00 Lifetime	Jul 30, 202... 20 days ago	8 Link Cli...	225	239	\$0.15 Per Lin...	—	—	—	\$1.20	Aug 19, 2020	1.06	8	—
Virtual Assista... e ads	Lowest ... Link Clic...	\$386.00 Lifetime	Jul 30, 202... 20 days ago	10 Link Cli...	218	245	\$0.12 Per Lin...	—	—	—	\$1.15	Aug 19, 2020	1.12	9	—
Virtual Assista... e ads	Lowest ... Link Clic...	\$386.00 Lifetime	Jul 30, 202... 20 days ago	— Link Cli...	—	—	— Per Lin...	—	—	—	\$0.00	Aug 19, 2020	—	—	—
Virtual Assista... e ads	Lowest ... Link Clic...	\$386.00 Lifetime	Jul 30, 202... 20 days ago	— Link Cli...	—	—	— Per Lin...	—	—	—	\$0.00	Aug 19, 2020	—	—	—
Virtual Assista... e ads	Lowest ... Link Clic...	\$386.00 Lifetime	Jul 30, 202... 20 days ago	— Link Cli...	—	—	— Per Lin...	—	—	—	\$0.00	Aug 19, 2020	—	—	—
Virtual Assista... e ads	Lowest ... Link Clic...	\$386.00 Lifetime	Jul 30, 202... 20 days ago	— Link Cli...	—	—	— Per Lin...	—	—	—	\$0.00	Aug 19, 2020	—	—	—
Virtual Assista... e ads	Lowest ... Link Clic...	\$386.00 Lifetime	Jul 30, 202... 20 days ago	— Link Cli...	—	—	— Per Lin...	—	—	—	\$0.00	Aug 19, 2020	—	—	—
Virtual Assista... e ads	Lowest ... Link Clic...	\$386.00 Lifetime	Jul 30, 202... 20 days ago	— Link Cli...	—	—	— Per Lin...	—	—	—	\$0.00	Aug 19, 2020	—	—	—
Virtual Assista... e ads	Lowest ... Link Clic...	\$386.00 Lifetime	Jul 30, 202... 20 days ago	— Link Cli...	—	—	— Per Lin...	—	—	—	\$0.00	Aug 19, 2020	—	—	—
—	—	—	—	925 Link Cli...	13,140 People	19,290 Total	\$0.11 Per Lin...	—	—	—	\$98.32 Total Spent	—	1.47 Per Pe...	866 Total	— Total

RESULTS

Updated just now Discard Drafts Review and

Last 30 days: Jul 20, 2020 – Aug
Note: Does not include today's d

Selected Ad Sets for 1 Campaign Ads for 1 Campaign

View Setup Columns: Performance Breakdown

Budget	Last Significant Edit	Results	Reach	Impression:	Cost per Result	Amount Spent	Ends	Schedule	Frequenc	Unique Link Clicks	Website Leads	Lin
\$63.00 Lifetime	Aug 8, 2020, ... 11 days ago	451 Link Clicks	1,881	7,816	\$0.13 Per Link Cl...	\$59.48	Aug 19, 2020	Jul 25, 2020 – Aug 19, 2020 26 days	4.16	340	5	
\$236.00 Lifetime	Jul 30, 2020, ... 20 days ago	644 Link Clicks	15,472	21,301	\$0.15 Per Link Cl...	\$98.31	Aug 19, 2020	Jun 7, 2020 – Aug 19, 2020 74 days	1.38	589	3	
\$386.00 Lifetime	Jul 30, 2020, ... 20 days ago	925 Link Clicks	13,140	19,290	\$0.11 Per Link Cl...	\$98.32	Aug 19, 2020	Apr 27, 2020 – Aug 19, 2020 115 days	1.47	866	—	
\$44.00 Lifetime	Jul 25, 2020, ... 25 days ago	102 Link Clicks	1,068	2,911	\$0.24 Per Link Cl...	\$24.14	Aug 19, 2020	Jul 25, 2020 – Aug 19, 2020 26 days	2.73	84	—	
\$386.00 Lifetime	Jul 25, 2020, ... 25 days ago	121 Link Clicks	2,703	3,427	\$0.13 Per Link Cl...	\$15.56	Aug 19, 2020	Apr 21, 2020 – Aug 19, 2020 121 days	1.27	119	—	
—	—	2,243 Link Clicks	29,137 People	54,745 Total	\$0.13 Per Link Cl...	\$295.81 Total Spent			1.88 Per Per...	1,785 Total	8 Total	

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

RESULTS

JUL 23 JUL 24 JUL 25 JUL 26 JUL 27 JUL 28 JUL 29 JUL 30 JUL 31 AUG 1 AUG 2 AUG 3 AUG 4 AUG 5 AUG 6 AUG 7 AUG 8 AUG 9 AUG 10 AUG 11 AUG 12 AUG 13 AUG 14 AUG 15 AUG 16 AUG 17

Events	Used by	Connection Method	Total Events
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		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

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

