

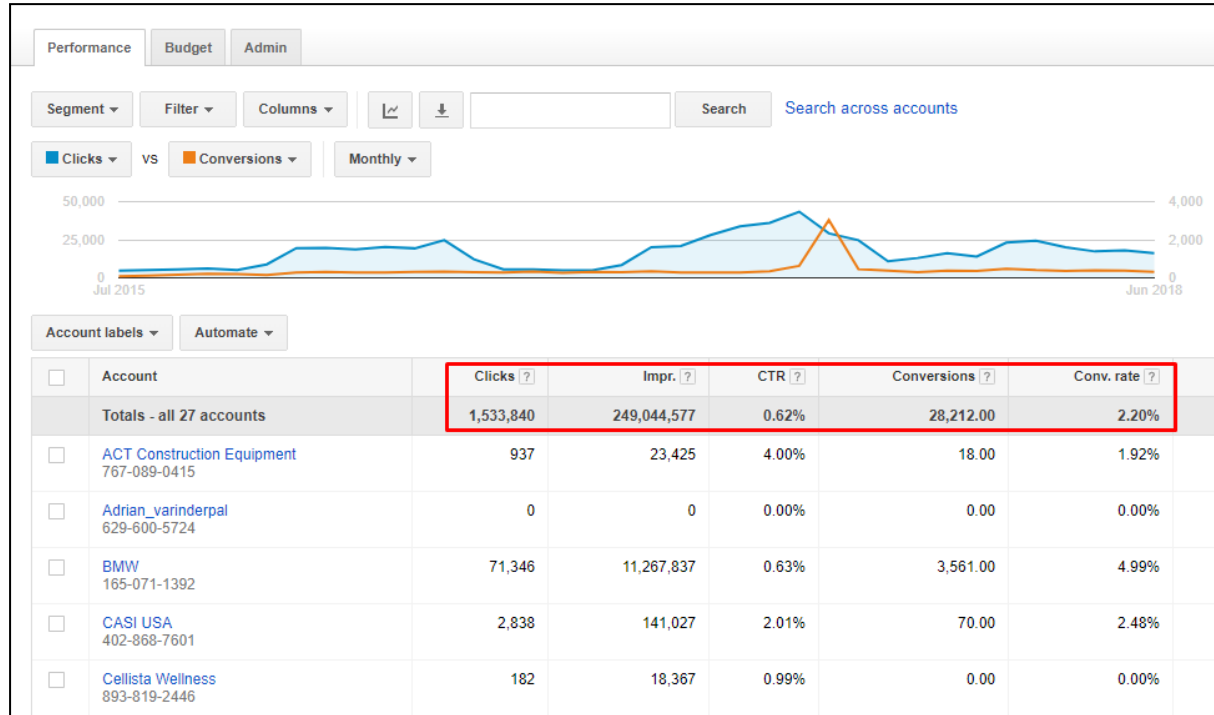
# Google and Facebook Ads Projects

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The given screenshots are for the reference only.

# Managed 27+ Accounts with Google CTR and Conversion Rate

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## ARC – AC and Refrigerator (Government)

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**Website:** <http://www.lookforthetick.com.au/>

**Business Type:** Government Organization

**Google Adwords Campaign Type:** Search Network, Display Network

**Objective:** Lead Generation

**Budget:** \$15,000/Month

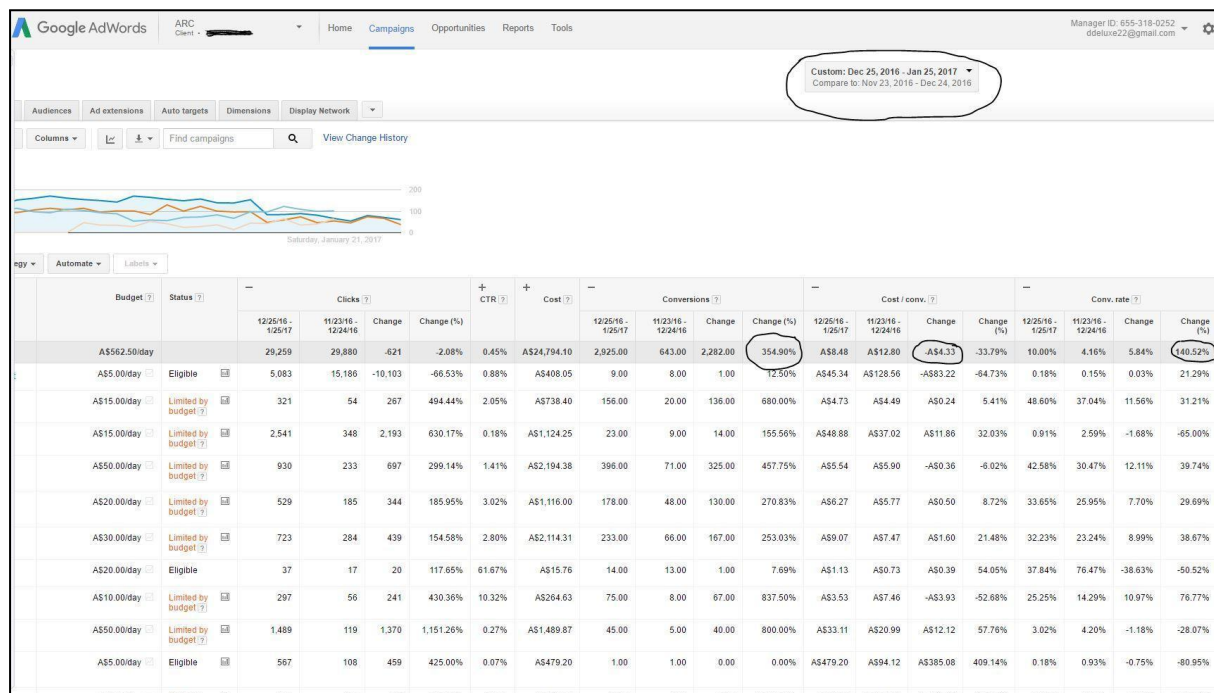
**Results:**

Below are the improvements of account of 30 days after account possession.

**Conversions Improved by 355%**

**Cost/Conv. Reduced by 33.79%**

**Con. Rate improved by 140.52%**



## Facebook Account

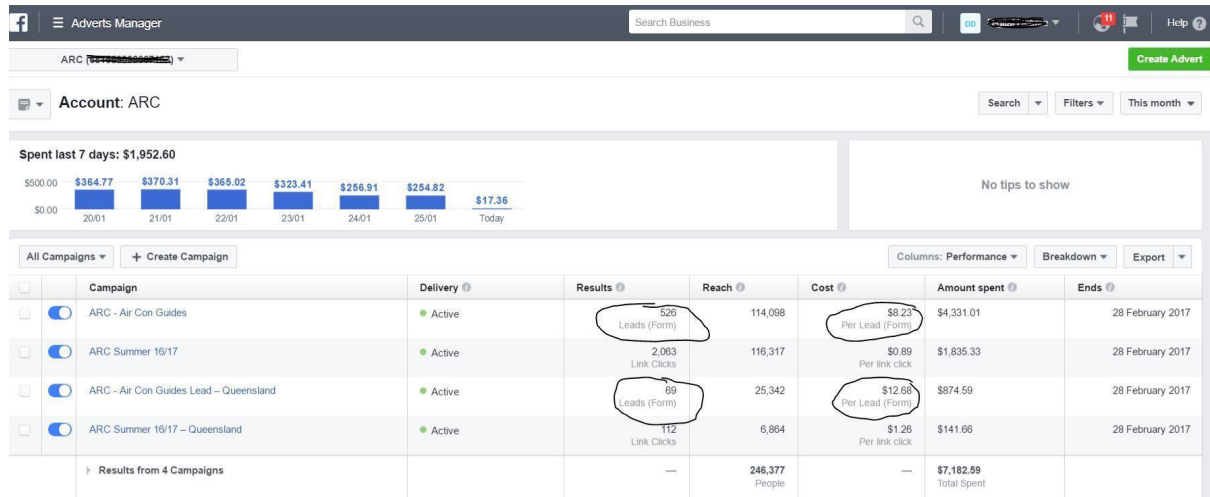
**Facebook Ad Type:** Standard Image Ads, Lead Ads

**Objective:** Lead Generation and Brand Awareness

**Budget:** \$7,000/Month

**Results:**

**Generated over 600 leads with an approx. \$8.50 per lead of 25 days after possession.**



## BlueSpa Dental - Dentist

**Website:** <http://www.cosmetic-dentist-melbourne.com.au/>

**Business Type:** Dentist

**Objective:** Lead Generation

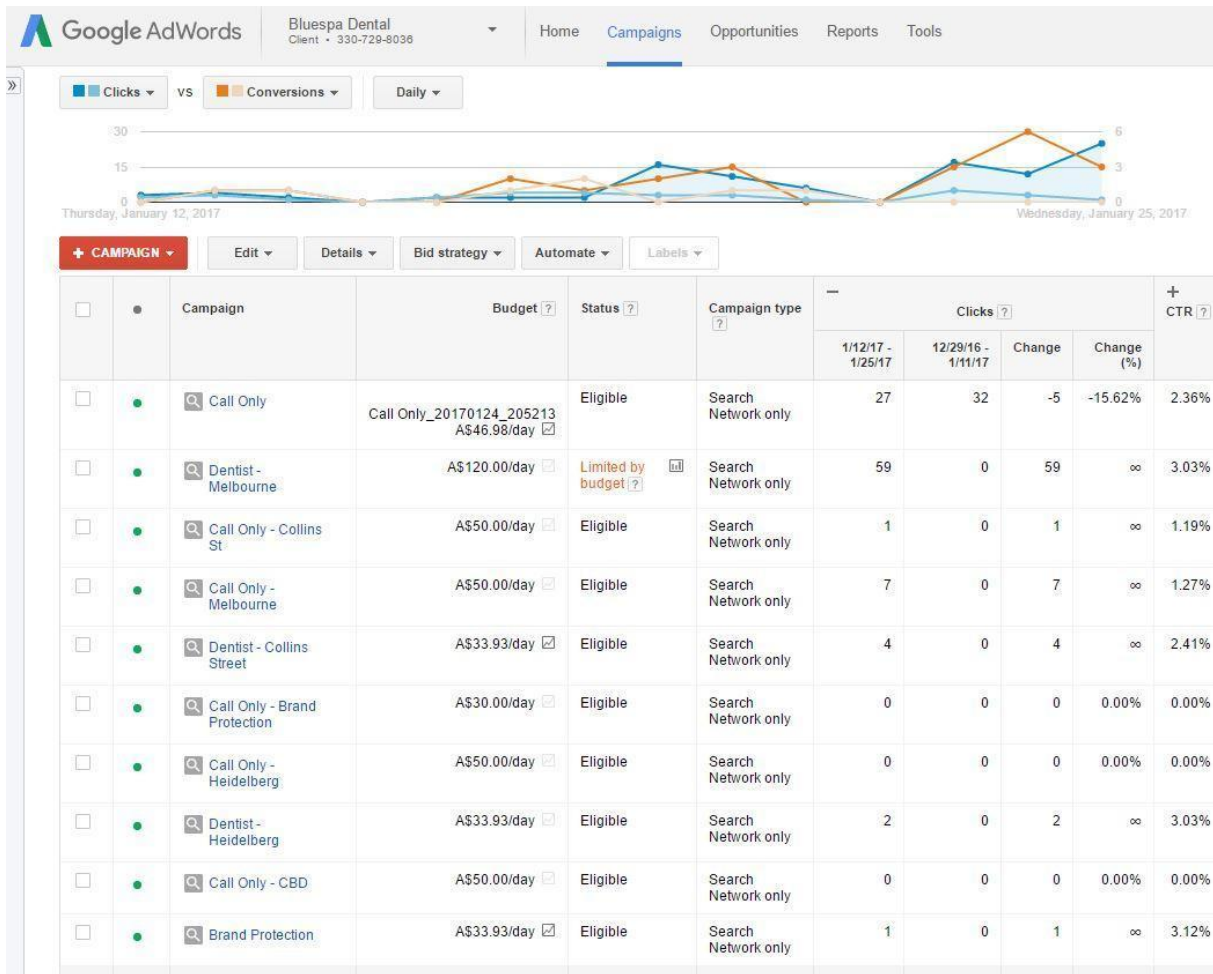
**Google Adwords Campaign Type:** Search Network

**Budget:** \$3,000/Month

**Results:** Below are the improvements of account of 14 days after account possession.

**Conversion Improved by 215%.**

**Cost/Conversion reduced by 24.68%**



## Defence Health - Insurance

**Website:** <https://www.defencehealth.com.au/>

**Business Type:** Insurance

**Objective:** Lead Generation

## Google Adwords Campaign Type: Search Network Network, Google Display

**Budget:** \$25,000/Month

**Results:** Below are the improvements of account of 14 days after account possession.

**Conversion Improved by 105%.**

**Phone calls improved by 100.26%.**

Google AdWords

Defence Health Search

Client: ██████████

Home

Campaigns

Opportunities

Reports

Tools

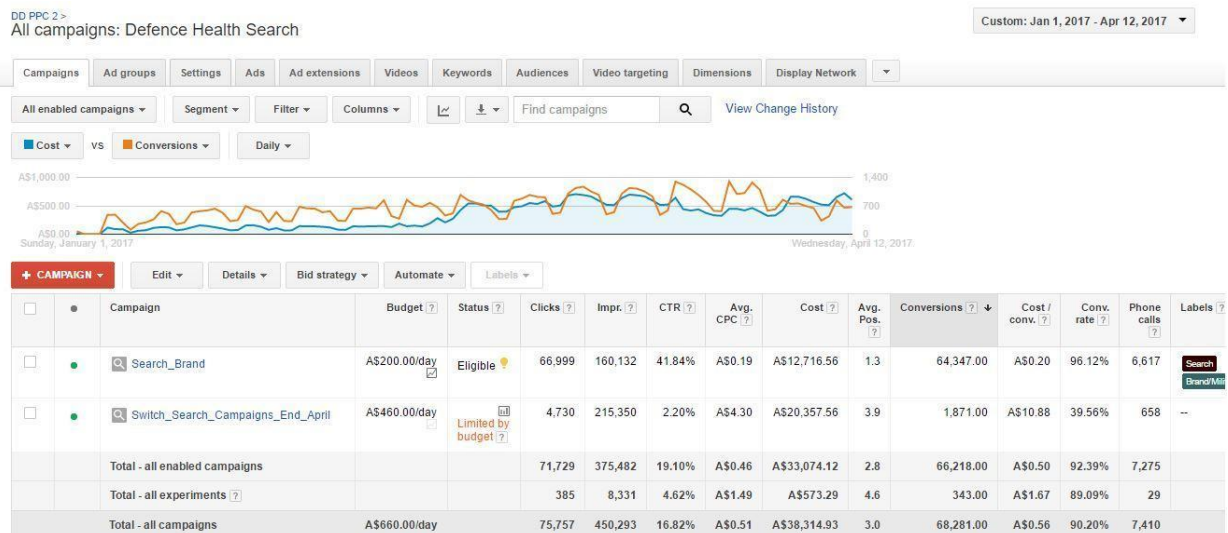
Labels ▾

Add 1 negative keyword

View all

Budget	Status	Clicks	Imps	CTR	Avg. CPC	Cost	Avg. Pos.	Conversions				Cost / conv.				Conv. rate	Phone calls			
								1/12/17 - 1/25/17	12/29/16 - 1/11/17	Change	Change (%)	1/12/17 - 1/25/17	12/29/16 - 1/11/17	Change	Change (%)		1/12/17 - 1/25/17	12/29/16 - 1/11/17	Change	Change (%)
A\$70.00/day	Eligible	70	3,695	1.89%	A\$2.04	A\$142.72	5.3	31.00	15.00	16.00	106.67%	A\$4.58	A\$1.77	A\$2.81	158.45%	44.93%	0	0	0	0.00%
A\$80.00/day	Eligible	76	4,807	1.58%	A\$2.01	A\$153.11	3.8	22.00	8.00	14.00	175.00%	A\$6.89	A\$7.95	-A\$1.06	-13.29%	29.33%	27	11	16	145.45%
A\$20.00/day	Eligible	0	0	0.00%	A\$0.00	A\$0.00	0.0	0.00	0.00	0.00	0.00%	A\$0.00	A\$0.00	A\$0.00	0.00%	0.00%	0	0	0	0.00%
A\$20.00/day	Eligible	0	0	0.00%	A\$0.00	A\$0.00	0.0	0.00	0.00	0.00	0.00%	A\$0.00	A\$0.00	A\$0.00	0.00%	0.00%	0	0	0	0.00%
A\$100.00/day	Eligible	193	933	20.69%	A\$0.81	A\$155.69	1.6	64.00	0.00	64.00	∞	A\$2.43	A\$0.00	A\$2.43	∞	33.16%	0	0	0	0.00%
A\$20.00/day	Eligible	0	0	0.00%	A\$0.00	A\$0.00	0.0	0.00	0.00	0.00	0.00%	A\$0.00	A\$0.00	A\$0.00	0.00%	0.00%	0	0	0	0.00%
A\$149.04/day	Eligible	37	100	37.00%	A\$0.29	A\$10.68	1.4	35.00	0.00	35.00	∞	A\$0.31	A\$0.00	A\$0.31	∞	94.59%	5	0	5	∞
A\$60.00/day	Eligible	1	27	3.70%	A\$3.73	A\$3.73	4.1	0.00	0.00	0.00	0.00%	A\$0.00	A\$0.00	A\$0.00	0.00%	0.00%	0	0	0	0.00%
A\$20.00/day	Eligible	0	5	0.00%	A\$0.00	A\$0.00	3.4	0.00	0.00	0.00	0.00%	A\$0.00	A\$0.00	A\$0.00	0.00%	0.00%	0	0	0	0.00%
A\$80.00/day	Eligible	0	23	0.00%	A\$0.00	A\$0.00	5.7	0.00	0.00	0.00	0.00%	A\$0.00	A\$0.00	A\$0.00	0.00%	0.00%	0	0	0	0.00%
A\$50.00/day	Eligible	2	36	5.56%	A\$1.67	A\$3.34	3.3	1.00	0.00	1.00	∞	A\$3.34	A\$0.00	A\$3.34	∞	50.00%	0	0	0	0.00%
		7,792	36,437	21.38%	A\$0.33	A\$2,532.80	3.0	7,021.00	3,436.00	3,585.00	104.34%	A\$0.36	A\$0.33	A\$0.03	9.84%	90.21%	783	391	392	100.26%
		0	0	0.00%	A\$0.00	A\$0.00	0.0	0.00	303.00	-303.00	-100.00%	A\$0.00	A\$0.48	-A\$0.48	-100.00%	0.00%	2	24	-22	-91.67%
A\$1,092.64/day		8,211	41,860	19.62%	A\$0.38	A\$3,098.60	3.0	7,128.00	3,888.00	3,240.00	83.33%	A\$0.43	A\$0.45	-A\$0.02	-3.35%	86.91%	785	415	370	89.16%
		8,211	41,860	19.62%	A\$0.38	A\$3,098.60	3.0	7,128.00	3,888.00	3,240.00	83.33%	A\$0.43	A\$0.45	-A\$0.02	-3.35%	86.91%	785	415	370	89.16%
		0	0	0.00%	A\$0.00	A\$0.00	0.0	0.00	0.00	0.00	0.00%	A\$0.00	A\$0.00	A\$0.00	0.00%	0.00%	0	0	0	0.00%
		0	0	0.00%	A\$0.00	A\$0.00	0.0	0.00	0.00	0.00	0.00%	A\$0.00	A\$0.00	A\$0.00	0.00%	0.00%	0	0	0	0.00%

**Continuous Improvement after four Months as well;**



## Facebook Account

**Facebook Ad Type:** Standard Image Ads, Lead Ads

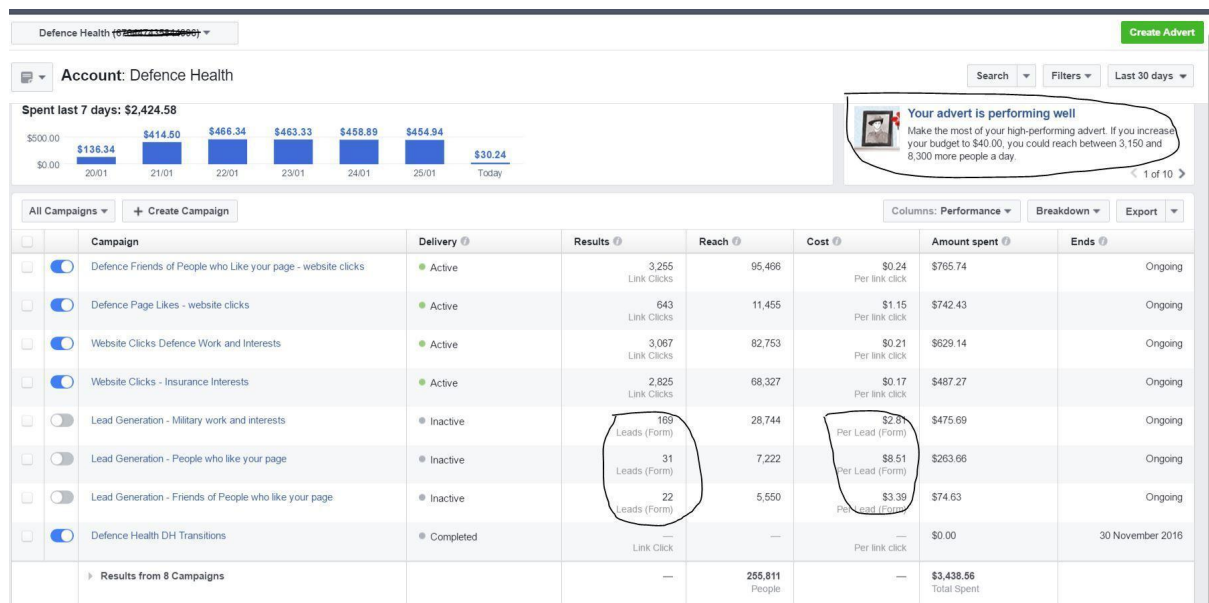
**Objective:** Lead Generation and Website Clicks Image ads

**Budget:** \$12,000/Month

**Results:**

The campaigns performed extremely well after taking charge and had to stop the lead generation campaigns because of the overwhelming response.

We got over 200 leads with an approx. \$3.5 per lead within 2 days. The CPA given by other agency for the client was \$20.



**Lead Generation Facebook Campaigns of the Defence Health**

FILTERS: Objective: Lead Generation X +								
Save Filter Clear								
Account overview			Campaigns			Advert Sets		Adverts
+ Create Campaign			Edit Duplicate Campaigns Create Rule More			Columns: Performance		Breakdown Export
	Campaign name	Delivery	Results	Reach	Cost per re...	Amount spent	Ends	
<input type="checkbox"/>	Lead Generation - Military work and interests	Inactive	227 Leads (Form)	37,523	\$3.26 Per Lead (Form)	\$739.98	Ongoing	
<input type="checkbox"/>	Lead Generation - People who like your page	Inactive	43 Leads (Form)	8,004	\$8.80 Per Lead (Form)	\$378.20	Ongoing	
<input type="checkbox"/>	Lead Generation - Friends of People who like your page	Inactive	43 Leads (Form)	10,504	\$4.41 Per Lead (Form)	\$189.71	Ongoing	
<input type="checkbox"/>	Lead Generation - Website Visitors	Inactive	36 Leads (Form)	5,065	\$3.92 Per Lead (Form)	\$141.00	Ongoing	
Results from 4 Campaigns			349 Leads (Form)	54,934 People	\$4.15 Per Lead (Form)	\$1,448.89 Total Spent		

# Life Space Probiotics – Health & Wellness

**Website:** [t/](#)

**Business type:** Health Products

**Objective:** Brand Awareness

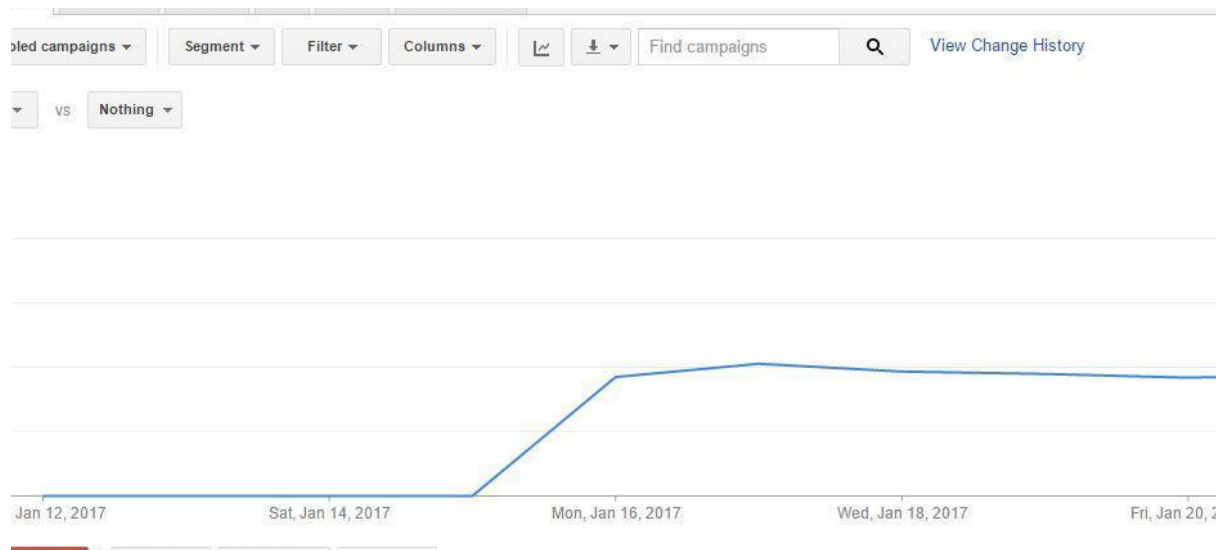
**Google Adwords Campaign Type:** Google Display and Youtube

**Budget:** \$35,00/Month

**Results:** Below are the screenshots of the branding campaigns

**Youtube:**





## Facebook Life Space Probiotics

**Facebook Ad Type:** Website Click Image Ads

**Objective:** Brand Awareness

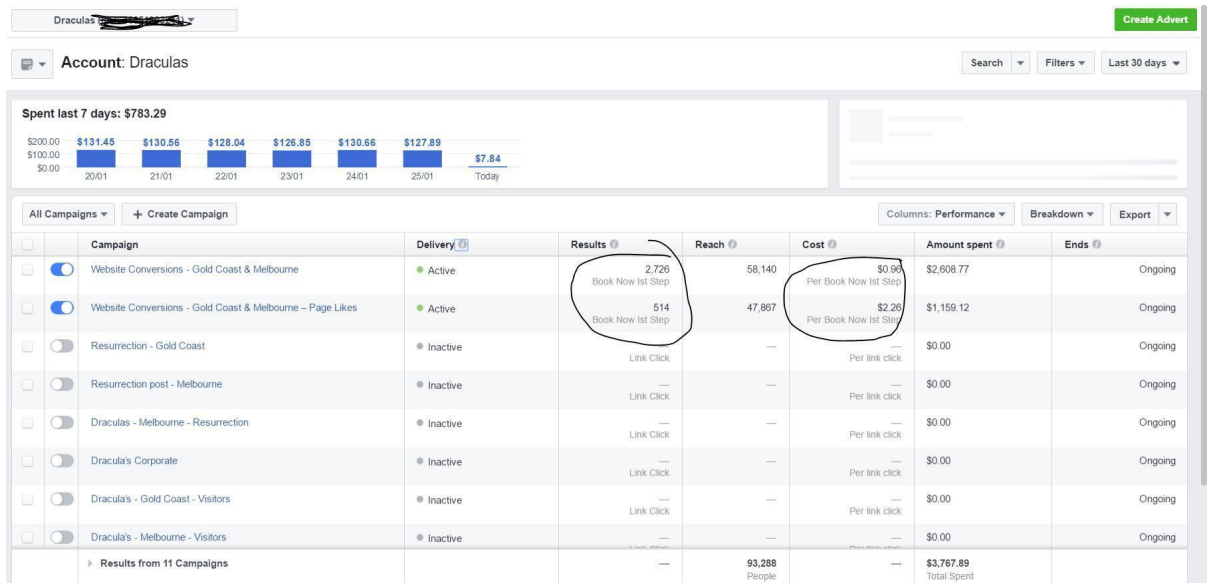
**Budget:** \$5000/Month

**Results:** This campaign performed very well and had generated high potential traffic to the website.



**Budget:** \$2,600/Month

**Results:** 500% improvement in the website conversions and extremely successful offer claims campaigns with a conversion of minimum \$1/offer.



Improvement over the time

Account: Draculas		Search Filters		Last 30 days: 14 March 2017 - 12 April 2017	
Account overview		Campaigns		Advert Sets	
+ Create Campaign		Edit Duplicate Campaigns		Create Rule	
				Columns: Performance Breakdown Export	
Campaign name		12/02/2017 - 13/03/2017	Change	Change (%)	Reach
Website Conversions - Gold Coast - \$560		107	421	393.46%	28,917
Offer - Melbourne till 1st April - \$320		54	71	131.48%	16,544

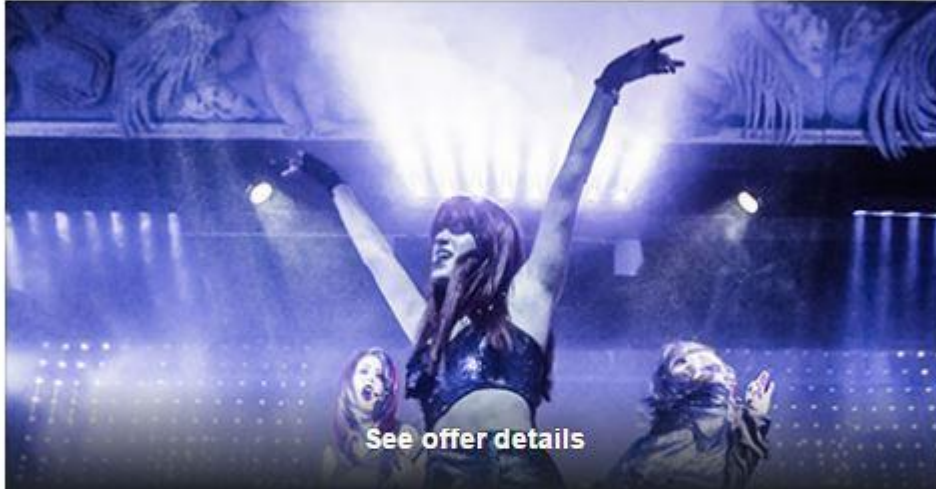
Facebook Offer Ad Sample



**Dracula's Cabaret Restaurant Melbourne** shared an offer.

Sponsored (demo) · 🌐

"Resurrection" Now Playing! Our most popular acts, injected with fresh blood. Use BITEME for 30% off Cabaret Tickets Tues - Fri.



**30% off Cabaret Tickets**

Expires on 30 April 2017

42 PEOPLE GOT THIS OFFER

Get Offer

**BITEME** Use this code at checkout



5 Comments

**Facebook Lead Generation through Phone Calls Ad:**

**Full Preview Link:** <http://fb.me/25VHT3lx3Gap7gt>

available throughout the festival, book now by calling 1800DRACULAS.



**\$50 Show Only (No Meal)  
Tickets**

[draculas.com.au](http://draculas.com.au)

Call Now

### Website Click Conversion Ad Sample



**Dracula's Cabaret Restaurant Gold Coast**

Sponsored (demo) · 🌐

Final weeks of RetroVamp! Use the code "VAMP" for 30% of tickets Tues - Fri. New show starts July 4th.



She'll serenade you from the  
grave!

Book Now



His riffs will melt your face off

👍❤️ 28

4 Comments · 2 Shares

👍 Like

💬 Comment

➦ Share

📺 Buffer

# PGG Facebook Lead Generation Campaign (Agriculture)

**Facebook Ad Type:** Lead Generation


**Business type:** Agriculture

**Website:** www.homegrownfeed.com.au

**Objective:** Lead Generation for the new Product

**Budget:** \$3,500/Month

**Results:** 1028.5% Improvement in the lead generation with an avg. cost of \$19/lead.

PGG 

Create Advert

Account: PGG

Search

Filters

Last 30 days: 14 March 2017 - 12 April 2017

vs 12 February 2017 - 13 March 2017

Account overview

Campaigns

Advert Sets

Adverts

+ Create Campaign

Edit

Duplicate Campaigns









Create Rule

More

Columns: Performance

Breakdown

Export

	Campaign name	Delivery	Results				Reach	Cost ...	Amount s...
			14/03/2017 – 12/04/2017	12/02/2017 – 13/03/2017	Change	Change (%)			
<input type="checkbox"/>	 PGG Lead Ads – WA	 Active	56 Leads (Form)	— Leads (Form)	— Leads (Form)	— Leads (Form)	23,656	\$24.51 Per Lead (Fo...	\$1,372.60
<input type="checkbox"/>	 PGG Lead Ads - VIC, SA, NT & Tas	 Active	79 Leads (Form)	7 Leads (Form)	72 Leads (Form)	 1,028.57% Leads (Form)	24,897	\$15.31 Per Lead (Fo...	\$1,209.83
<input type="checkbox"/>	 PGG Brochure Orders	 Inactive	— Lead (Form)	— Lead (Form)	— Lead (Form)	— Lead (Form)	—	— Per Lead (Fo...	\$0.00
Results from 3 Campaigns			135 Leads (Form)	7 Leads (Form)	128 Leads (Form)	 1,828.57% Leads (Form)	47,393 People	\$19.13 Per Lead (Fo...	\$2,582.43 Total Spent



## Ad and Lead Gen Form Samples

### Desktop Ad Preview:

**PGG Wrightson Seeds (Australia) Pty LTD**  
Sponsored (demo) ·  Like Page

Sign up now for your FREE PGG Wrightson Seeds 2017 Pasture Guide!



**FREE 2017 Pasture Guide!**  
All your Autumn planting options

Sign Up

### Mobile Ad Preview:



**PGG Wrightson Seeds  
(Australia) Pty LTD**  
Sponsored · 



Sign up now for your FREE PGG Wrightson Seeds 2017 Pasture Guide!



**FREE 2017 Pasture  
Guide!**



 2

 Like

 Comment

Lead Gen Form Preview:





## Free 2017 Pasture Guide Direct To Your Mailbox

- Submit your details
- We'll send you the 2017 pasture guide for free
- Maximise the value and return from pasture system
- Excellent persistence and dry matter production
- Exceptional winter and spring production

[Cancel](#)[Get My Guide](#)

# Project Name: Bosisto (Ecommerce)

**Business Type:** E-Commerce

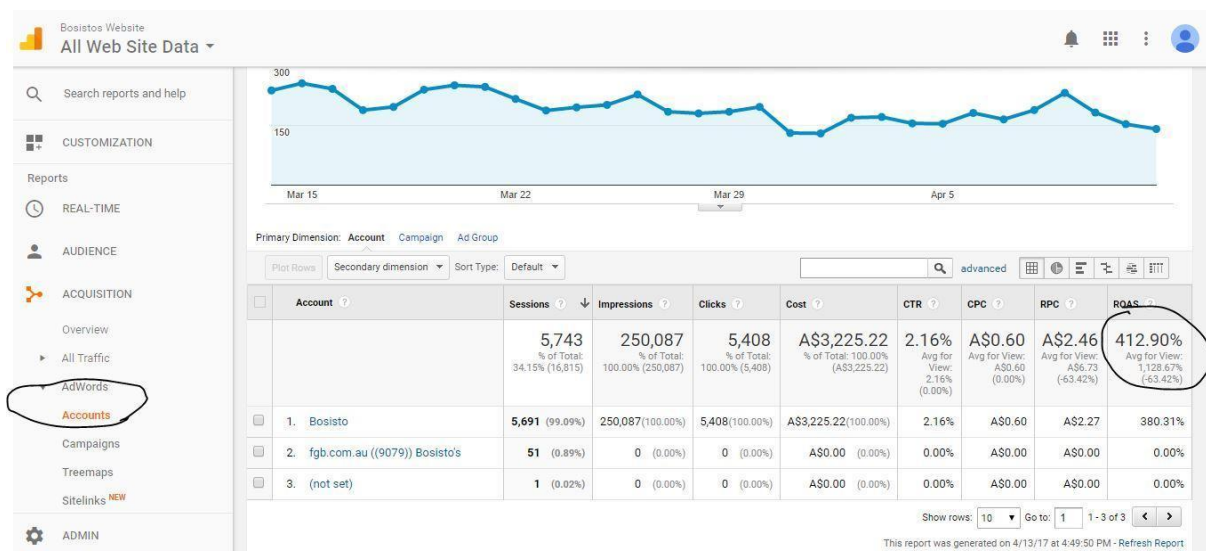
**Website:** <https://www.bosistos.com.au/>

**Monthly Budget:** \$3000

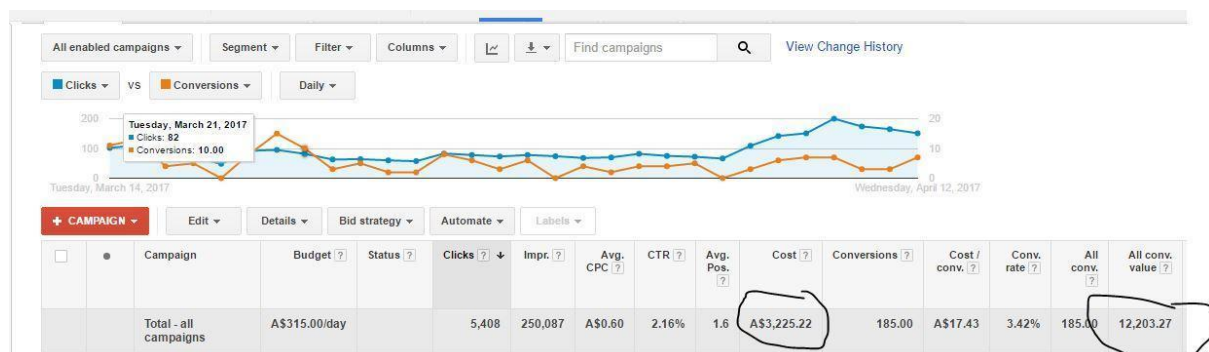
**Campaigns:** Google Search, Google Display Remarketing and Google Shopping

**Objective:** 400% ROI

**Results:** Achieved more than 400% ROI of the account



## Google Analytics 412% ROI from the Adwords



## Adwords image of the account

# Project: Eynesbury (Real Estate)

**Website:** <http://www.eynesbury.com.au/>

**Business Type:** Real Estate

**Campaigns:** Google Adwords Search

**Budget:** \$4,000/month

**Targeted CPA:** \$130

**Results:** Achieved CPA in \$60/lead.

Eynesbury

Client •

Home

Campaigns

Opportunities

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Tools

Manager ID:

+ CAMPAIGN

Edit

Details

Bid strategy

Automate

Labels

Improve your Account Health Score for Search

		Campaign	Budget ?	Status ?	Campaign type ?	Campaign subtype	Clicks ?	Imp. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ? ↓	Cost / conv. ?	Conv. rate ?	All conv. ?
<input type="checkbox"/>	<span></span>	UTM - Thornhill Park	UTM budget A\$30.00/day	Limited by budget ?	Search Network only	All features	6	52	11.54%	A\$2.12	A\$12.69	1.0	0.00	A\$0.00	0.00%	0.00
<input type="checkbox"/>	<span></span>	UTM - Whyndham Vale	UTM budget A\$30.00/day	Limited by budget ?	Search Network only	All features	0	0	0.00%	A\$0.00	A\$0.00	0.0	0.00	A\$0.00	0.00%	0.00
<input type="checkbox"/>	<span></span>	UTM - Atherstone	UTM budget A\$30.00/day	Limited by budget ?	Search Network only	All features	7	44	15.91%	A\$9.12	A\$63.85	1.1	0.00	A\$0.00	0.00%	0.00
Total - all enabled campaigns							335	7,890	4.25%	A\$3.11	A\$1,040.51	1.0	17.00	A\$61.21	5.07%	17.00
Total - Search							405	9,871	4.10%	A\$3.14	A\$1,269.95	1.0	24.00	A\$52.91	5.93%	24.00

Google AdWords

Providence (New)  
Client:

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+ CAMPAIGN

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Bid strategy

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Labels

Improve your Account Health Score

		Campaign	Budget ?	Status ?	Campaign type ?	Campaign subtype	Clicks ? ↓	Impr. ?	CTR ?	Avg. CPC ?	Cost	Avg. Pos. ?	Conversions ?	Cost / conv. ?	Conv. rate ?
<input type="checkbox"/>	●			Limited by budget ?	Network only	features									
<input type="checkbox"/>	●	Springfield	A\$10.00/day	Limited by budget ?	Search Network only	All features	23	753	3.05%	A\$3.31	A\$76.05	1.7	2.00	A\$38.02	8.70%
<input type="checkbox"/>	●	Ipswich	A\$10.00/day	Limited by budget ?	Search Network only	All features	22	4,003	0.55%	A\$3.57	A\$78.48	1.5	1.00	A\$74.48	4.76%
		Total - all but removed campaigns					253	14,876	1.70%	A\$2.85	A\$720.05	1.6	28.00	A\$25.57	11.11%
		Total - Search	A\$136.00/day				253	14,876	1.70%	A\$2.85	A\$720.05	1.6	28.00	A\$25.57	11.11%

# Project: Woodlinks (Real Estate)

**Website:** <http://www.woodlinksvillage.com.au/>

**Business Type:** Real-Estate

**Campaigns:** Google Search Adwords

**Budget:** \$3200

**Targeted CPA:** \$120

**Results:** Achieved leads to on an average of \$45/lead.

Google AdWords

Woodlinks (New)  
Client

Home

Campaigns

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Tools

Manager ID:   
@gmail.com

MGN

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Labels

Campaign	Budget	Status	Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conversions	Cost / conv.	Conv. rate	All conv.	Phone calls
Targeting Radius	A\$30.00/day	budget	only												
Forest Lakes - Geo Targeting Radius	Under-performing localtons A\$30.00/day	Limited by budget	Search Network only	All features	18	368	4.89%	A\$3.17	A\$57.11	1.6	0.00	A\$0.00	0.00%	1.00	0
Flinders View - Geo Targeting Radius	Under-performing localtons A\$30.00/day	Limited by budget	Search Network only	All features	1	91	1.10%	A\$2.55	A\$2.55	2.2	0.00	A\$0.00	0.00%	0.00	0
Total - all enabled campaigns					182	7,042	2.58%	A\$2.87	A\$521.98	1.8	12.00	A\$43.50	6.59%	35.00	3
Total - all experiments					0	0	0.00%	A\$0.00	A\$0.00	0.0	0.00	A\$0.00	0.00%	0.00	0
Total - Search	A\$110.00/day				182	7,042	2.58%	A\$2.87	A\$521.98	1.8	12.00	A\$43.50	6.59%	35.00	3

Show rows

# Project: Sunlighten (Spa )

---

**Website:** sunlighten.com.au

**Business Type:** Saunas

**Campaigns:** Google Search Adwords, Google Display, Facebook Lead and Standard Link ads

**Budget:** \$6000

**Results:** Providing leads to client on an average of \$20/lead from Google Search and \$20/lead from the Facebook lead campaigns. We have generated over 600 leads in last three months from the

Google search alone.

Google AdWords

Sunlighten  
Client -

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		Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate	View-through conv.	Phone calls
				<div>budget</div>										
		<div>Remarketing - AU+NZ</div>	A\$9.00/day	<div>Limited by budget</div>	541	202,203	0.27%	A\$0.70	A\$377.83	7.00	A\$53.98	1.29%	0	0
		<div>Display - Calls</div>	A\$12.00/day	Paused	0	0	0.00%	A\$0.00	A\$0.00	0.00	A\$0.00	0.00%	0	0
		Total - all but removed campaigns			4,187	291,066	1.44%	A\$1.32	A\$5,528.96	201.00	A\$27.39	3.39%	0	53
		Total - all experiments			0	0	0.00%	A\$0.00	A\$0.00	0.00	A\$0.00	0.00%	0	0
		Total - all campaigns	A\$172.01/day		4,187	291,066	1.44%	A\$1.32	A\$5,528.96	201.00	A\$27.39	3.39%	0	53
		Total - Search			3,641	82,221	4.43%	A\$1.38	A\$5,028.37	194.00	A\$25.80	5.35%	0	53
		Total - Display			541	202,203	0.27%	A\$0.70	A\$377.83	7.00	A\$53.98	1.29%	0	0
		Total - Video			5	6,642	0.08%	A\$24.55	A\$122.76	0.00	A\$0.00	0.00%	0	0

### Adwords Last 30 days data

+ CAMPAIGN	Edit	Details	Bid strategy	Automate	Labels									
		Campaign	Budget	Status	Clicks	Imps	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate	View-through conv.	
		Remarketing - AU+NZ	A\$9.00/day	Limited by budget	847	307,697	0.28%	A\$0.73	A\$618.32	14.00	A\$44.17	1.65%	0	
		Display - Calls	A\$12.00/day	Paused	0	0	0.00%	A\$0.00	A\$0.00	0.00	A\$0.00	0.00%	0	
		Total - all but removed campaigns			12,262	619,485	1.98%	A\$1.51	A\$18,485.82	597.00	A\$30.87	3.55%	0	
		Total - all experiments			534	11,219	4.76%	A\$2.09	A\$1,117.37	37.00	A\$29.89	6.99%	0	
		Total - all campaigns	A\$172.01/day		12,262	619,485	1.98%	A\$1.51	A\$18,485.82	597.00	A\$30.87	3.55%	0	
		Total - Search			11,395	295,015	3.86%	A\$1.54	A\$17,523.57	583.00	A\$29.96	5.13%	0	
		Total - Display			847	307,697	0.28%	A\$0.73	A\$618.32	14.00	A\$44.17	1.65%	0	

## Project: Gofutures (Finance - Stocks)

**Website:** gofutures.com

**Business type:** Trading and Finance

**Objective:** Lead Generation

**Budget:** \$12,000/month

**Results:** Improved the account performance of the client campaigns within seven days of take over. We improved the search campaigns by 2000% and overall account results by 300%.







Solar Eclipse

Client • 158-464-4752

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Manager ID: 316-281-4859

dimplemandheri@gmail...

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		Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
		Google Build - Dynamic	\$50.00/day	Eligible (Limited)	68	953	7.14%	\$0.09	\$6.21	0.00	\$0.00	0.00%
		ST09-Illinois	\$20.00/day	Eligible	141	5,444	2.59%	\$0.53	\$74.13	0.00	\$0.00	0.00%
		ST03-Montana	\$20.00/day	Eligible	35	971	3.60%	\$0.86	\$30.11	0.00	\$0.00	0.00%
		ST05-Nebraska	\$20.00/day	Eligible	125	2,878	4.34%	\$0.47	\$58.46	0.00	\$0.00	0.00%
		ST07-Iowa	\$20.00/day	Eligible	41	1,399	2.93%	\$0.74	\$30.46	0.00	\$0.00	0.00%
Total - all enabled campaigns					4,224	234,082	1.80%	\$0.34	\$1,422.52	28.00	\$50.80	0.66%
Total - all campaigns			\$430.00/day		4,561	349,773	1.30%	\$0.33	\$1,498.55	30.00	\$49.95	0.66%
Total - Search					2,279	62,827	3.63%	\$0.42	\$960.24	19.00	\$50.54	0.83%
Total - Display					1,895	265,345	0.71%	\$0.13	\$248.88	1.00	\$248.88	0.05%
Total - Shopping					387	21,601	1.79%	\$0.75	\$289.43	10.00	\$28.94	2.58%

We've setup the search and shopping campaigns for the client and started getting conversions for the same.

Improved campaign to the 200% ROI from the negative ROI within Month

SolarEclipseEarth All Web Site Data												
Primary Dimension: Campaign / Campaign ID		Ad Group										
Plot Rows		Secondary dimension		Sort Type: Default		advanced						
		Campaign / Campaign ID	Sessions ?	Impressions ?	Clicks ?	Cost ?	CTR ?	CPC ?	RPC ?	ROAS ?		
			13.52% 5,141 vs 5,945	22.50% 227,746 vs 293,857	16.05% 5,100 vs 6,075	46.41% US\$2,960.53 vs US\$5,524.61	8.32% 2.24% vs 2.07%	36.17% US\$0.58 vs US\$0.91	124.83% US\$1.08 vs US\$0.48	252.22% 186.34% vs 52.91%		
1. Google Shopping - Apparel and Accessories 870801963												
		01-Jul-2017 - 19-Jul-2017	1,279 (24.88%)	71,697 (31.48%)	1,289 (25.27%)	US\$957.28 (32.33%)	1.80%	US\$0.74	US\$1.81	244.28%		
		12-Jun-2017 - 30-Jun-2017	138 (2.32%)	8,568 (2.92%)	160 (2.63%)	US\$98.84 (1.79%)	1.87%	US\$0.62	US\$3.44	556.14%		
		% Change	826.81%	736.80%	705.62%	868.51%	-3.73%	20.22%	-47.20%	-56.08%		
2. ST08-Missouri-RM-Opt 868426263												
		01-Jul-2017 - 19-Jul-2017	500 (9.73%)	11,742 (5.16%)	483 (9.47%)	US\$208.43 (7.04%)	4.11%	US\$0.43	US\$1.00	230.60%		
		12-Jun-2017 - 30-Jun-2017	125 (2.10%)	2,838 (0.97%)	127 (2.09%)	US\$89.90 (1.63%)	4.47%	US\$0.71	US\$0.76	107.45%		
		% Change	300.00%	313.74%	280.31%	131.85%	-8.08%	-39.04%	30.82%	114.60%		
3. ST10-Tennessee-RM-Opt 861470065												

All accounts > SolarEclipseEarth

All Web Site Data

Primary Dimension: Campaign / Campaign ID

AdWords Ad Group

Plot Rows

Secondary dimension

Sort Type: Default

advanced

Campaign / Campaign ID	Acquisition				Behaviour		Conversions		E-commerce	
	Clicks	Cost	CPC	Sessions	Bounce Rate	Pages/Session	E-commerce Conversion Rate	Transactions	Revenue	
	24,715 % of Total: 100.00% (24,715)	US\$10,757.56 % of Total: 100.00% (US\$10,757.56)	US\$0.44 Avg for View: US\$0.44 (0.00%)	24,387 % of Total: 12.18% (200,303)	77.87% Avg for View: 88.70% (-12.21%)	1.73 Avg for View: 1.36 (26.96%)	1.03% Avg for View: 0.38% (171.98%)	251 % of Total: 33.11% (758)	US\$15,358.76 % of Total: 33.40% (US\$45,988.48)	
1. South Carolina Google Shopping 887218952	1,601 (6.48%)	US\$617.65 (5.74%)	US\$0.39	1,531 (6.28%)	82.50%	1.60	1.70%	26 (10.36%)	US\$1,531.16 (9.97%)	
2. Tennessee Google Shopping 886492774	1,572 (6.36%)	US\$573.74 (5.33%)	US\$0.36	1,511 (6.20%)	83.06%	1.56	1.26%	19 (7.57%)	US\$1,204.69 (7.84%)	
3. ST08-Missouri-RM-Opt 868426263	1,547 (6.26%)	US\$577.65 (5.37%)	US\$0.37	1,578 (6.47%)	75.16%	1.77	1.08%	17 (6.77%)	US\$912.21 (5.94%)	
4. ST10-Tennessee-RM-Opt 861470065	1,525 (6.17%)	US\$442.56 (4.11%)	US\$0.29	1,533 (6.29%)	75.80%	1.71	0.39%	6 (2.39%)	US\$371.73 (2.42%)	
5. ST14-South-Carolina-RM-Opt 861495805	1,447 (5.85%)	US\$627.05 (5.83%)	US\$0.43	1,474 (6.04%)	75.98%	1.72	0.81%	12 (4.78%)	US\$1,108.34 (7.22%)	
6. Google Shopping - Apparel and Accessories 870801963	1,349 (5.46%)	US\$1,008.85 (9.38%)	US\$0.75	1,360 (5.58%)	82.06%	1.83	2.35%	32 (12.75%)	US\$2,404.51 (15.66%)	
7. Missouri Google Shopping 887081183	1,194 (4.83%)	US\$442.53 (4.11%)	US\$0.37	1,140 (4.67%)	82.19%	1.68	1.58%	18 (7.17%)	US\$950.85 (6.19%)	
8. ST13-North-Carolina-RM-Opt 862451712	1,127 (4.56%)	US\$356.25 (3.31%)	US\$0.32	1,150 (4.72%)	78.26%	1.64	0.61%	7 (2.79%)	US\$357.65 (2.33%)	
9. ST11-Kentucky-RM-Opt 868465353	1,077 (4.36%)	US\$340.86 (3.17%)	US\$0.32	1,075 (4.41%)	75.16%	1.72	0.84%	9 (3.59%)	US\$326.88 (2.13%)	

Facebook Ads Results

Search Filters Add filters to narrow the data you are seeing. Lifetime: Feb 1, 2005 - Nov 2, 2017

Account Overview Campaigns Ad Sets Ads

Create Campaign Duplicate Edit Create Rule Columns: Performance Breakdown Export

	Campaign Name	Delivery	Results	Reach	Impressions	Cost per ...	Amount Spent	Ends
	Retargeting buyer clicker	Inactive	164 Purchases	55,785	1,037,409	\$88.93 Per Purchase	\$14,583.82	Ongoing
	By City > SHP	Inactive	66 Purchases	133,748	375,008	\$103.30 Per Purchase	\$6,818.01	Ongoing
	By STATE > SHP	Inactive	27 Purchases	52,588	116,215	\$84.87 Per Purchase	\$2,291.47	Ongoing
	DL SI Conversions 6/12	Inactive	4 Purchases	21,729	26,086	\$192.13 Per Purchase	\$768.51	Ongoing
	CAMPAIGN 2 (Conversions) Targeting Eclipse/...	Inactive	3 Purchases	23,412	34,264	\$60.67 Per Purchase	\$182.00	Ongoing
	EMOJI > SHP	Inactive	— Purchase	—	—	— Per Purchase	\$0.00	Ongoing
	Product Catalog Sale - 2	Inactive	—	88	104	—	\$2.65	Ongoing
	By City > MERCH	Inactive	— Purchase	2	2	— Per Purchase	\$0.06	Ongoing
	Solar Eclipse - Product catalog sales	Inactive	—	301	432	—	\$6.97	Ongoing

# Project: Waterlea (Real Estate)

---

**Website:** <http://www.waterlea.com.au/>

**Business Type:** Real-Estate

**Campaigns:** Facebook Lead Ads

**Budget:** \$3500

**Targeted CPA:** \$50

**Results:** Achieved leads to on an average of \$10/lead.

Account: Waterlea

Search Filters This month: Jun 1, 2017 -- Jun 17, 2017

Account Overview Campaigns Ad Sets Ads

+ Create Ad Edit Create Similar Ads... Preview Create Rule More \*

Columns: Performance Breakdown Export

	Ad Name	Delivery	Results	Reach	Cost pe...	Amount Sp...	Rele...	Button Cl...
<input type="checkbox"/>	Waterlea - Lead generation - - Image 3 - Home of Big ...	Active	4 Leads (Form)	398	\$3.55 Per Lead (Fo...	\$14.20	—	—
<input type="checkbox"/>	Waterlea - Lead generation - - Image 3 - Home of Big ...	Active	4 Leads (Form)	306	\$3.30 Per Lead (Fo...	\$13.19	—	—
<input type="checkbox"/>	Waterlea - Lead generation - - Image 2 - waterlea - ho...	Active	1 Lead (Form)	214	\$12.08 Per Lead (Fo...	\$12.08	—	—
<input type="checkbox"/>	Waterlea - Lead generation - - Image 3 - Home of Big ...	Active	2 Leads (Form)	217	\$4.06 Per Lead (Fo...	\$8.11	—	—
<input type="checkbox"/>	Waterlea - Lead generation - Live large at waterlea - C...	Active	— Lead (Form)	166	— Per Lead (Fo...	\$7.98	—	—
<input type="checkbox"/>	Waterlea - Lead generation - - Image 2 - waterlea - ho...	Active	1 Lead (Form)	162	\$6.62 Per Lead (Fo...	\$6.62	—	—
	Results from 42 Ads		16 Leads (Form)	2,980 People	\$10.80 Per Lead (Fo...	\$172.85 Total Spent		—

# Project: 7SimpleStepstoSuccess (Business Consultant)

**Website:** <http://7simplestepstosuccess.com/>

**Business Type:** Business Consulting

**Campaigns:** Facebook Lead Ads

**Budget:** \$1000

**Targeted CPA:** \$50

**Results:** Delivering leads at \$3.5/lead

Improvement in Results with continuous optimization:

Louis Capati (108280679798792) Cr

Account: Louis Capati Search Filters Last 30 days: Jun 19, 2017 – Jul 18, 2017  
Note: Does not include today's data

Account Overview **Campaigns** Ad Sets 1 selected Ads for 1 Ad Set

+ Create Campaign Edit Duplicate Campaigns... Create Rule More Columns: Performance Breakdown Export

	Campaign Name	Delivery	Results	Reach	Cost per Result	Amount Spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/> Split Test - Lead generation	● Active	30 Leads (Form)	3,232	\$4.20 Per Lead (Form)	\$125.99	Jul 29, 2017
<input type="checkbox"/>	<input checked="" type="checkbox"/> Amazon - Lead generation	● Active	18 Leads (Form)	1,039	\$1.84 Per Lead (Form)	\$33.12	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/> Post: "80 million Prime Members in the United St...	● Recently Completed	8 Link Clicks	663	\$1.25 Per Link Click	\$10.00	Jul 15, 2017
<input type="checkbox"/>	<input type="checkbox"/> Lead generation - 7 Simple Steps to Success	● Inactive	188 Leads (Form)	16,142	\$2.98 Per Lead (Form)	\$561.02	Ongoing
Results from 4 Campaigns <span>⚠</span> Loading...			—	20,769 People	—	\$730.13 Total Spent	

Life Results Screenshot:

Account: Louis Capati Search Filters Lifetime: Jun 26, 2017 – Jul 31, 2017

Account Overview **Campaigns** Ad Sets 1 selected Ads 1 selected

+ Create Campaign Edit Duplicate Campaigns... Create Rule More Columns: Performance Breakdown Export

	Campaign Name	Delivery	Results	Reach	Cost per Result	Amount Spent	Ends
<input type="checkbox"/>	<input type="checkbox"/> Lead generation - 7 Simple Steps to Success	● Inactive	188 Leads (Form)	16,142	\$2.98 Per Lead (Form)	\$561.02	
<input type="checkbox"/>	<input type="checkbox"/> Amazon - Lead generation	● Inactive	174 Leads (Form)	7,824	\$1.99 Per Lead (Form)	\$345.98	
<input type="checkbox"/>	<input type="checkbox"/> Split Test - Lead generation	● Inactive	75 Leads (Form)	6,610	\$4.52 Per Lead (Form)	\$338.98 of \$338.98	
<input type="checkbox"/>	<input type="checkbox"/> Post: "80 million Prime Members in the United St...	● Inactive	8 Link Clicks	663	\$1.25 Per Link Click	\$10.00 of \$10.00	
Results from 4 Campaigns Excluding deleted			—	30,436 People	—	\$1,255.98 Total Spent	

# Project –ManageRealEstate

---

**Website:**

<http://www.managedrealestate.com>

**Business Type:** Real Estate

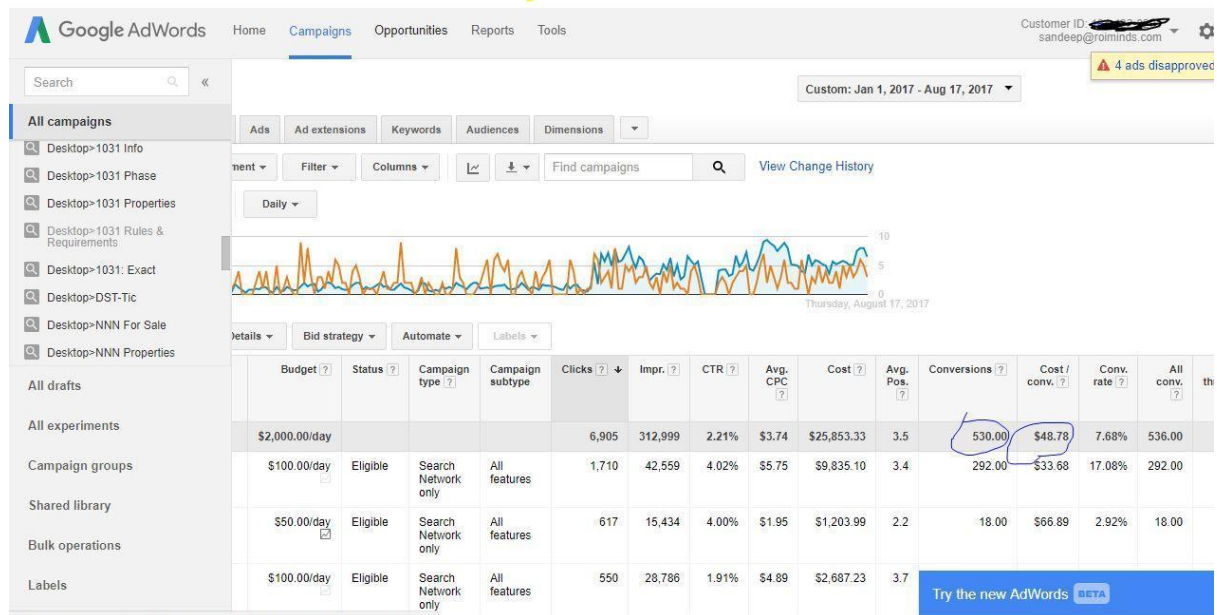
**Campaigns:** Google Adwords

**Budget:** \$20,000/month

**Targeted CPA:** \$90

**Results:** Delivering leads under \$50

**Manage Property Adwords Screenshot**



# 1031Property.com & ManagedRealEstate Campaign

**Website:** <http://www.1031property.com/>

**Website:** managedrealestate.com

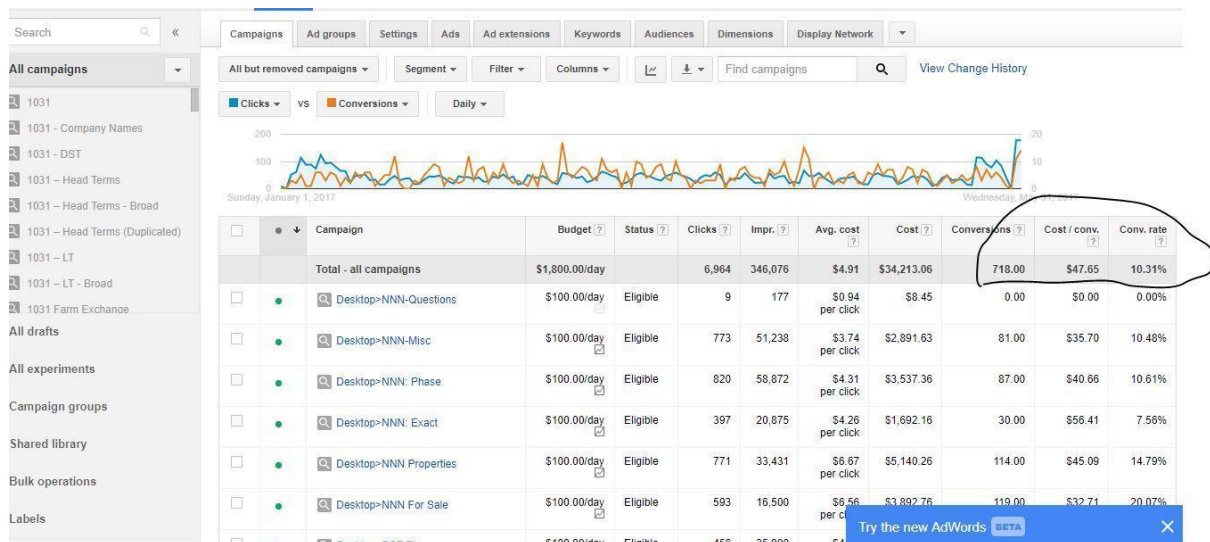
**Business Type:** Real Estate

**Campaigns:** Google Adwords

**Budget:** \$25,000/month

**Targeted CPA:** \$70

**Results:** Delivering leads under \$50



## 250% Increase in Conversions and 58% Drop in Cost per Conversion After the Initial 7 Days Optimization

Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Avg. Pos.	Cost	Conversions				Cost / conv.			
									9/4/17 - 9/10/17	8/28/17 - 9/3/17	Change	Change (%)	9/4/17 - 9/10/17	8/28/17 - 9/3/17	Change	Change (%)
Mobile >NNN Properties	\$50.00/day	Eligible	5	294	1.70%	\$2.52	4.7	\$12.58	1.00	0.00	1.00	∞	\$12.58	\$0.00	\$12.58	∞
Mobile >NNN-Phase	\$50.00/day	Eligible	19	1,304	1.46%	\$3.38	3.4	\$64.17	1.00	2.00	-1.00	-50.00%	\$64.17	\$44.14	\$20.03	45.38%
Mobile>1031-Exact	\$50.00/day	Eligible	16	1,794	0.89%	\$3.43	4.7	\$54.94	0.00	2.00	-2.00	-100.00%	\$0.00	\$57.18	-\$57.18	-100.00%
Desktop>1031 Companies-Opt	\$50.00/day	Eligible	0	9	0.00%	\$0.00	4.1	\$0.00	0.00	0.00	0.00	0.00%	\$0.00	\$0.00	\$0.00	0.00%
Desktop>1031 Properties - Opt	\$100.00/day	Eligible	10	497	2.01%	\$4.92	4.2	\$49.17	3.00	0.00	3.00	∞	\$16.39	\$0.00	\$16.39	∞
<b>Total - all enabled campaigns</b>			<b>338</b>	<b>24,125</b>	<b>1.40%</b>	<b>\$4.02</b>	<b>3.4</b>	<b>\$1,359.53</b>	<b>21.00</b>	<b>6.00</b>	<b>15.00</b>	<b>250.00%</b>	<b>\$64.74</b>	<b>\$155.42</b>	<b>-\$90.68</b>	<b>-58.34%</b>
<b>Total - all experiments</b>			<b>0</b>	<b>10</b>	<b>0.00%</b>	<b>\$0.00</b>	<b>1.9</b>	<b>\$0.00</b>	<b>0.00</b>	<b>1.00</b>	<b>-1.00</b>	<b>-100.00%</b>	<b>\$0.00</b>	<b>\$38.59</b>	<b>-\$38.59</b>	<b>-100.00%</b>
<b>Total - all campaigns</b>	<b>\$1,580.00/day</b>		<b>346</b>	<b>24,536</b>	<b>1.41%</b>	<b>\$4.07</b>	<b>3.4</b>	<b>\$1,409.67</b>	<b>21.00</b>	<b>7.00</b>	<b>14.00</b>	<b>200.00%</b>	<b>\$67.13</b>	<b>\$150.37</b>	<b>-\$83.24</b>	<b>-55.36%</b>
<b>Total - Search</b>			<b>346</b>	<b>24,536</b>	<b>1.41%</b>	<b>\$4.07</b>	<b>3.4</b>	<b>\$1,409.67</b>	<b>21.00</b>	<b>7.00</b>	<b>14.00</b>	<b>200.00%</b>	<b>\$67.13</b>	<b>\$150.37</b>	<b>-\$83.24</b>	<b>-55.36%</b>
<b>Total - Display</b>			<b>0</b>	<b>0</b>	<b>0.00%</b>	<b>\$0.00</b>	<b>0.0</b>	<b>\$0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00%</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>0.00%</b>

## Consistent Improvements over time:



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Enable Target CPA on 3 campaigns | 3 keyword conflicts...

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#	Campaign	Budget	Status	Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conversions				Cost / conv.				Conv. rate
												11/6/17 - 11/19/17	10/23/17 - 11/5/17	Change	Change (%)	11/6/17 - 11/19/17	10/23/17 - 11/5/17	Change	Change (%)	
1	Mobile>1031 Geo   Maximise Conversions	\$100.00/day	Eligible (Learning)	Search Network only	All features	30	571	5.25%	\$3.04	\$91.06	1.7	0.00	0.00	0.00	0.00%	\$0.00	\$0.00	\$0.00	0.00%	0.00%
2	Desktop>NNN: Phase	\$70.00/day	Eligible	Search Network only	All features	28	718	3.90%	\$4.82	\$135.01	2.2	5.00	0.00	5.00	∞	\$27.00	\$0.00	\$27.00	∞	17.86%
3	Desktop>1031 Geo   Maximise Conversions	\$100.00/day	Eligible (Learning)	Search Network only	All features	25	523	4.78%	\$4.70	\$117.47	1.9	1.00	0.00	1.00	∞	\$117.47	\$0.00	\$117.47	∞	4.00%
4	Desktop>NNN Properties - Opt	\$50.00/day	Eligible	Search Network only	All features	24	219	10.96%	\$3.42	\$82.06	2.9	3.00	0.00	3.00	∞	\$27.35	\$0.00	\$27.35	∞	12.50%
5	Mobile>+1031+ Mac - Opt	\$50.00/day	Eligible	Search Network only	All features	14	861	1.63%	\$2.00	\$27.96	4.3	0.00	1.00	-1.00	-100.00%	\$0.00	\$149.97	-\$149.97	-100.00%	0.00%
6	Mobile>1031: Exact - Opt	\$50.00/day	Eligible	Search Network only	All features	8	491	1.63%	\$2.52	\$20.12	4.0	0.00	1.00	-1.00	-100.00%	\$0.00	\$213.05	-\$213.05	-100.00%	0.00%
7	Desktop>1031 Properties	\$100.00/day	Eligible	Search Network only	All features	3	224	1.34%	\$5.29	\$15.88	3.4	0.00	0.00	0.00	0.00%	\$0.00	\$0.00	\$0.00	0.00%	0.00%
8	Mobile >1031 Properties	\$70.00/day	Eligible	Search Network only	All features	3	394	0.76%	\$5.67	\$17.01	3.8	0.00	8.00	-8.00	-100.00%	\$0.00	\$26.44	-\$26.44	-100.00%	0.00%
9	Desktop>1031: Exact	\$50.00/day	Eligible	Search Network only	All features	0	0	0.00%	\$0.00	\$0.00	0.0	0.00	0.00	0.00	0.00%	\$0.00	\$0.00	\$0.00	0.00%	0.00%
Total - all enabled campaigns						802	51,553	1.56%	\$3.74	\$2,998.16	3.1	51.00	29.00	22.00	75.86%	\$58.79	\$88.78	-\$30.00	-33.79%	6.36%
Total - all experiments						0	0	0.00%	\$0.00	\$0.00	0.0	0.00	0.00	0.00	0.00%	\$0.00	\$0.00	\$0.00	0.00%	0.00%
Total - all campaigns						1,098	59,931	1.83%	\$3.66	\$4,016.98	2.9	62.00	36.00	26.00	72.22%	\$64.79	\$92.98	-\$28.19	-30.32%	5.65%
Total - Search						1,098	59,931	1.83%	\$3.66	\$4,016.98	2.9	62.00	36.00	26.00	72.22%	\$64.79	\$92.98	-\$28.19	-30.32%	5.65%
Total - Display						0	0	0.00%	\$0.00	\$0.00	0.0	0.00	0.00	0.00	0.00%	\$0.00	\$0.00	\$0.00	0.00%	0.00%

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Managed Real Estate Campaign Performance Over Time

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Handwritten: sandeep@roiminds.com

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✕

		+ CAMPAIGN		Edit	Details	Bid strategy	Automate	Labels														
		Campaign	Budget	Status	Campaign type	Campaign subtype	+ Clicks	+ Impr.	+ CTR	+ Avg. CPC	+ Cost	+ Avg. Pos.	Conversions				Cost / conv.				+ Conv. rate	
													11/7/17 - 11/20/17	10/24/17 - 11/6/17	Change	Change (%)	11/7/17 - 11/20/17	10/24/17 - 11/6/17	Change	Change (%)		
		Total - Search	\$700.00/day				816	33,687	2.42%	\$3.52	\$2,871.04	2.6	39.00	12.00	27.00	225.00%		\$73.47	\$123.57	-\$50.10	-40.54%	4.80%
		Mobile>1031 Geo	\$50.00/day	Eligible	Search Network only	All features	227	5,130	4.42%	\$2.65	\$600.43	2.1	2.00	2.00	0.00	0.00%		\$300.22	\$198.84	\$101.38	50.98%	0.88%
		Desktop>DST-Tic	\$100.00/day	Eligible	Search Network only	All features	58	5,986	0.97%	\$5.37	\$311.42	1.9	2.00	0.00	2.00	∞		\$155.71	\$0.00	\$155.71	∞	3.45%
		Desktop>1031 Geo	\$50.00/day	Eligible	Search Network only	All features	196	5,742	3.41%	\$3.30	\$646.30	2.4	5.00	5.00	0.00	0.00%		\$129.26	\$96.72	\$32.54	33.65%	2.55%
		Mobile>DST-Tic Opt	\$50.00/day	Eligible	Search Network only	All features	37	4,791	0.77%	\$2.63	\$97.21	2.4	1.00	0.00	1.00	∞		\$97.21	\$0.00	\$97.21	∞	2.70%
		Desktop>NNN: Phase	\$100.00/day	Paused	Search Network only	All features	19	622	3.05%	\$4.20	\$79.78	1.7	1.00	0.00	1.00	∞		\$79.78	\$0.00	\$79.78	∞	5.26%
		Mobile>1031 Properties	\$50.00/day	Eligible	Search Network only	All features	51	2,144	2.38%	\$3.39	\$172.91	3.8	3.00	1.00	2.00	200.00%		\$57.64	\$94.71	-\$37.07	-39.14%	5.88%
		Desktop>1031 Properties	\$50.00/day	Eligible	Search Network only	All features	35	3,030	1.16%	\$4.77	\$166.84	4.1	3.00	3.00	0.00	0.00%		\$55.61	\$47.79	\$7.82	16.37%	8.57%
		Mobile>1031 Companies	\$50.00/day	Eligible	Search Network only	All features	12	386	3.11%	\$4.17	\$50.03	3.4	1.00	0.00	1.00	∞		\$50.03	\$0.00	\$50.03	∞	8.33%
		Mobile>1031: Exact	\$50.00/day	Eligible	Search Network only	All features	22	2,075	1.06%	\$1.98	\$43.56	4.4	1.00	1.00	0.00	0.00%		\$43.56	\$18.06	\$25.50	141.20%	4.55%
		Desktop>NNN Properties	\$100.00/day	Paused	Search Network only	All features	31	263	11.75%	\$5.55	\$171.93	1.9	4.00	0.00	4.00	∞		\$42.98	\$0.00	\$42.98	∞	12.90%
		Desktop>NNN For Sale	\$100.00/day	Eligible	Search Network only	All features	43	383	11.23%	\$5.30	\$227.78	1.8	8.00	0.00	8.00	∞		\$28.47	\$0.00	\$28.47	∞	18.60%
		Desktop>NNN-Misc	\$150.00/day	Eligible	Search Network	All features	52	2,298	2.26%	\$3.65	\$189.76	2.2	7.00	0.00	7.00	∞						

# Dr. V Sachar MD – Makeup during Pregnancy

---

**Website:** <https://www.vsacharmd.com/>

**Business type:** Beauty Products

**Objective:** Brand Awareness & Products Sale

**Google Adwords Campaign Type:** Google Ads, Facebook Ads & Amazon Ads

**Budget:** \$15,00/Month

Used **Influencers Marketing** Strategy for new launch cream

**Results:** Below are the screenshots of the Ads campaigns


Keyword	Clicks/Mo	Cost/Click	Coverage
sensitive eye mascara	24.6	\$2.40	16.7%

☒ Highlight Ad Copy
 Screenshot

**Best Mascara for Sensitive Eye | Safe Non-Toxic Makeup Products**

<http://vsacharmd.com/>

Shop Organic Pregnancy Safe Products. Best Mascara for You and Your Baby.  
Cruelty Free Items Only ? Safe in Pregnancy ? Special Deals ? Without Side-Effects



**Sponsored**

**Pregnancy safe lip gloss (Peach Shine) - VSACHAR MD mineral lip gloss...**


by VSACHAR MD

**\$24.00**

★★★★★ 5

**Product Features**

... Safe in Pregnancy Lip Gloss by VSACHAR MD, Smooth, silky, 100% natural ...



**Sponsored**

**Safe in Pregnancy Matte Eyeshadow by VSACHAR MD (Purple Rain)...**

by VSACHAR MD

**\$14.00**

★★★★★ 3

## Project – Weight Loss Surgery Centre

**Website:**

<http://memorialweightlosscenter.com/>

**Business Type:** Heath

**Campaigns:** Google Adwords

**Budget:** \$3000/month

**Targeted CPA:** \$70

**Results:** Delivering leads under \$50

## 25% Increase in Conversions and 50% Drop in Cost per Conversion After the Initial 7 Days Optimization

Google AdWords

4. SGA Memorial We...

Client: [REDACTED]

Home

Campaigns

Opportunities

Reports

Tools

Account: [REDACTED]

Settings

Help

+ CAMPAIGN

Edit

Details

Bid strategy

Automate

Labels

		Campaign	Budget ?	Status ?	+ Clicks ?	+ Impr. ?	+ CTR ?	+ Avg. CPC ?	+ Avg. Pos. ?	+ Cost ?	Conversions ?				Cost / conv. ?			
											9/5/17 - 9/11/17	8/29/17 - 9/4/17	Change	Change (%)	9/5/17 - 9/11/17	8/29/17 - 9/4/17	Change	Change (%)
<input type="checkbox"/>		MWLC - Carlsbad	\$10.00/day	Eligible	0	9	0.00%	\$0.00	1.9	\$0.00	0.00	0.00	0.00	0.00%	\$0.00	\$0.00	\$0.00	0.00%
<input type="checkbox"/>		MWLC - Silver City	\$10.00/day	Eligible	0	9	0.00%	\$0.00	1.9	\$0.00	0.00	0.00	0.00	0.00%	\$0.00	\$0.00	\$0.00	0.00%
<input type="checkbox"/>		MWLC - Roswell	\$10.00/day	Eligible	1	29	3.45%	\$2.84	1.4	\$2.84	0.00	0.00	0.00	0.00%	\$0.00	\$0.00	\$0.00	0.00%
Total - all but removed campaigns					143	14,579	0.98%	\$2.32	1.1	\$331.23	10.00	8.00	2.00	25.00%	\$33.08	\$67.17	-\$34.09	-50.75%
Total - all campaigns					143	14,579	0.98%	\$2.32	1.1	\$331.23	10.00	8.00	2.00	25.00%	\$33.08	\$67.17	-\$34.09	-50.75%
Total - Search					65	1,289	5.04%	\$3.27	2.3	\$212.83	10.00	8.00	2.00	25.00%	\$21.24	\$47.78	-\$26.53	-55.54%
Total - Display					78	13,290	0.59%	\$1.52	1.0	\$118.40	0.00	0.00	0.00	0.00%	\$0.00	\$0.00	\$0.00	0.00%

Show rows: 200

## 28% Increase in Conversions and 15% Drop in Cost per Conversion After the Initial 7 Days Optimization

GN

Edit

Details

Bid strategy

Automate

Labels

1. SGA Demand Sol...

Client

Home

Campaigns

Opportunities

Reports

Tools

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## Project – Safety Restore

**Website:** <https://www.safetyrestore.com>

**Business Type:** Automobile

**Campaigns:** Google Adwords

**Budget:** \$5000/month

**Targeted CPA:** \$25

**Results:** Delivering leads under \$20

**29.17% Increase in Conversions and 39% Drop in Cost per Conversion After the Initial 7 Days Optimization**

		Campaign	Budget [?]	Status [?]	+ Clicks [?]	+ Impr. [?]	+ CTR [?]	+ Avg. CPC [?]	+ Avg. Pos. [?]	+ Cost [?]	Conversions [?]				Cost / conv. [?]				+ Conv. rate [?]	+ Search Impr. share [?]	+ Search Exa match
											11/14/17 - 11/28/17	11/7/17 - 11/13/17	Change	Change (%)	11/14/17 - 11/28/17	11/7/17 - 11/13/17	Change	Change (%)			
<input type="checkbox"/>		Video Remarketing	\$20.00/day	Eligible	0	0	0.00%	\$0.00	0.0	\$0.00	0.00	0.00	0.00	0.00%	\$0.00	\$0.00	\$0.00	0.00%	0.00%	--	
<input type="checkbox"/>		Seat Belt Webbing Replacement	\$5.00/day	Eligible	9	102	8.62%	\$0.93	1.7	\$8.33	0.00	0.00	0.00	0.00%	\$0.00	\$0.00	\$0.00	0.00%	0.00%	66.67%	52.38
<input type="checkbox"/>		General Seat Belts Repair (Mobile) - Opt	\$50.00/day	Eligible	7	60	11.67%	\$0.68	1.9	\$4.73	0.00	0.00	0.00	0.00%	\$0.00	\$0.00	\$0.00	0.00%	0.00%	88.33%	100.00
<input type="checkbox"/>		General Seat Belts Replacement (Desktop) - Opt	\$50.00/day	Eligible	94	1,611	5.83%	\$0.77	1.6	\$72.71	0.00	0.00	0.00	0.00%	\$0.00	\$0.00	\$0.00	0.00%	0.00%	85.76%	92.42
<input type="checkbox"/>		General Seat Belts Repair (Desktop) - Opt	\$50.00/day	Eligible	10	102	9.80%	\$0.63	1.9	\$6.26	0.00	0.00	0.00	0.00%	\$0.00	\$0.00	\$0.00	0.00%	0.00%	88.66%	100.00
<input type="checkbox"/>		General Seat Belts Replacement (Mobile) - Opt	\$50.00/day	Eligible	53	1,784	2.97%	\$0.38	2.2	\$20.21	0.00	0.00	0.00	0.00%	\$0.00	\$0.00	\$0.00	0.00%	0.00%	59.22%	72.33
<input type="checkbox"/>		Makers - Seat Belts Replacement - Opt	\$200.00/day	Eligible	16	352	4.55%	\$0.90	1.5	\$14.39	0.00	0.00	0.00	0.00%	\$0.00	\$0.00	\$0.00	0.00%	0.00%	74.64%	83.33
		Total - all enabled campaigns			1,410	51,510	2.74%	\$0.50	1.1	\$703.76	31.00	24.00	7.00	29.17%	\$22.70	\$37.44	-\$14.74	-39.36%	2.20%	43.75%	78.95
		Total - all experiments [?]			0	0	0.00%	\$0.00	0.0	\$0.00	0.00	1.00	-1.00	-100.00%	\$0.00	\$62.13	-\$62.13	-100.00%	0.00%	--	
		Total - all campaigns	\$1,005.00/day		1,505	54,785	2.75%	\$0.56	1.1	\$836.24	31.00	25.00	5.00	19.23%	\$26.98	\$44.53	-\$17.56	-39.42%	2.06%	45.93%	80.53
		Total - Search			999	25,614	3.90%	\$0.72	2.0	\$723.42	26.00	25.00	1.00	4.00%	\$27.82	\$41.18	-\$13.35	-32.43%	2.60%	60.27%	80.53
		Total - Display			36	9,339	0.39%	\$0.31	1.1	\$11.11	0.00	0.00	0.00	0.00%	\$0.00	\$0.00	\$0.00	0.00%	0.00%	--	
		Total - Shopping			470	19,832	2.37%	\$0.22	0.0	\$101.71	5.00	1.00	4.00	400.00%	\$20.34	\$111.46	-\$91.12	-81.75%	1.06%	32.30%	
		Total - Video			0	0	0.00%	\$0.00	0.0	\$0.00	0.00	0.00	0.00	0.00%	\$0.00	\$0.00	\$0.00	0.00%	0.00%	--	

Show

Get more ideas. Tap the camera icon to create ads.

# Project – Zentec Living

**Website:** <http://zentecliving.com/>

**Business Type:** Home Improvement Tech

**Campaigns:** Facebook Ads/ Clickfunnels

**Budget:** \$5000/month

**Targeted CPA:** \$20

**Results:** CPA under \$10

The revenues increased by 100% within 2 weeks of the campaigns optimization.

## When Started the Project:

EPC

\$0.52

GROSS

\$669.61

AVG. CART VALUE

\$26.78

T

📅 Starting Mar 4, 2018

📅 Ending Mar 17, 2018

	Pageviews		Opt-ins		Sales			Earnings / Pageview	
	All	Uniques	All	Rate	Count	Rate	Value	All	Uniques
> 🛒 Order Form	1,278	955	193	20.21%	25	2.62%	\$489.67	\$0.38	\$0.51
> ⬆️ OTO Page 2	34	25	6	24.00%	6	24.00%	\$179.94	\$5.29	\$7.20
👤 Thank You Page	42	27	-	-	-	-	-	-	-

## After 1 Week Analysis of The Facebook Ads and Landing Page

Funnel Updates

The order of funnel steps was updated within the selected date range (changed on 2018-03-23 07:09:40 UTC).

EPC

\$0.79

GROSS

\$1,462.22

AVG. CART VALUE

\$33.23

Starting

Mar 18, 2018

Ending

Mar 31, 2018

	Pageviews		Opt-ins		Sales			Earnings / Pageview	
	All	Uniques	All	Rate	Count	Rate	Value	All	Uniques
> 🛒 Order Form	1,840	1,455	323	22.20%	44	3.02%	\$1,132.33	\$0.62	\$0.78
> ⬆️ OTO Page 2	57	42	12	28.57%	11	26.19%	\$329.89	\$5.79	\$7.85
👤 Thank You Page	70	50	-	-	-	-	-	-	-

## After 2 Week Analysis of the Facebook Ads and the Landing Page

EARNINGS PER CLICK

\$0.99

GROSS

\$2,117.97

AVERAGE CART VALUE

\$43.22

Starting Apr 8, 2018

Ending Apr 14, 2018

	Page Views		Opt-Ins		Sales			Earnings / Pageview	
	All	Uniques	All	Rate	Count	Rate	Value	All	Uniques
> 🛒 Order Form	2,144	1,640	313	19.09%	49	2.99%	\$1,488.18	\$0.69	\$0.91
> ⬆️ OTO Page 2	60	48	21	43.75%	21	43.75%	\$629.79	\$10.50	\$13.12
👤 Thank You Page	70	51	-	-	-	-	-	-	-

## Project – corne-abondance.com

**Website:** <https://www.corne-abondance.com/>

**Business Type:** Dropshipping

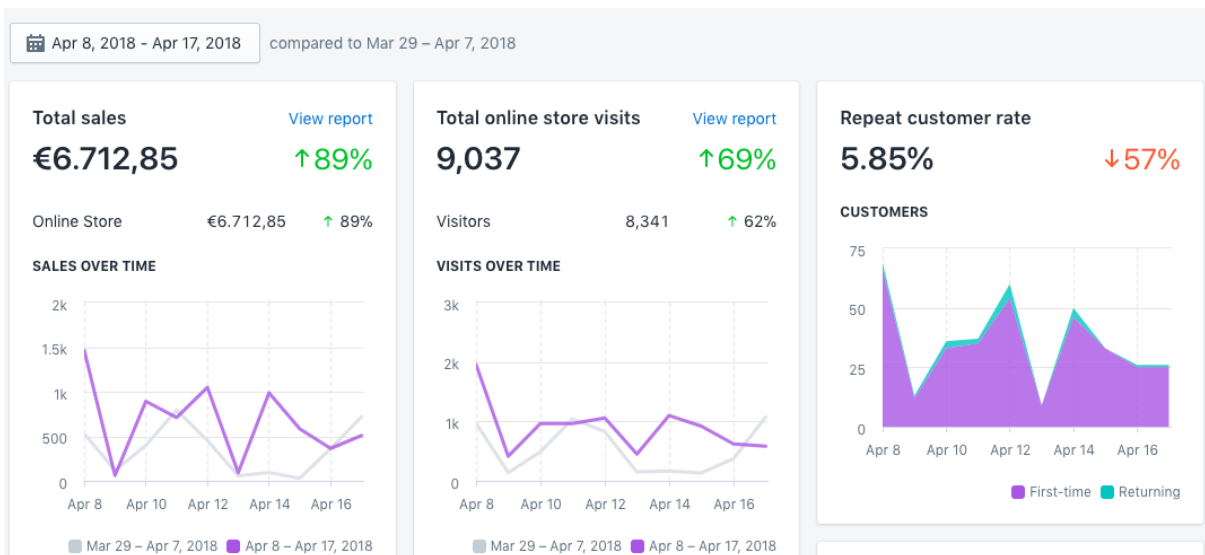
**Campaigns:** Facebook Ads

**Budget:** €30000/month

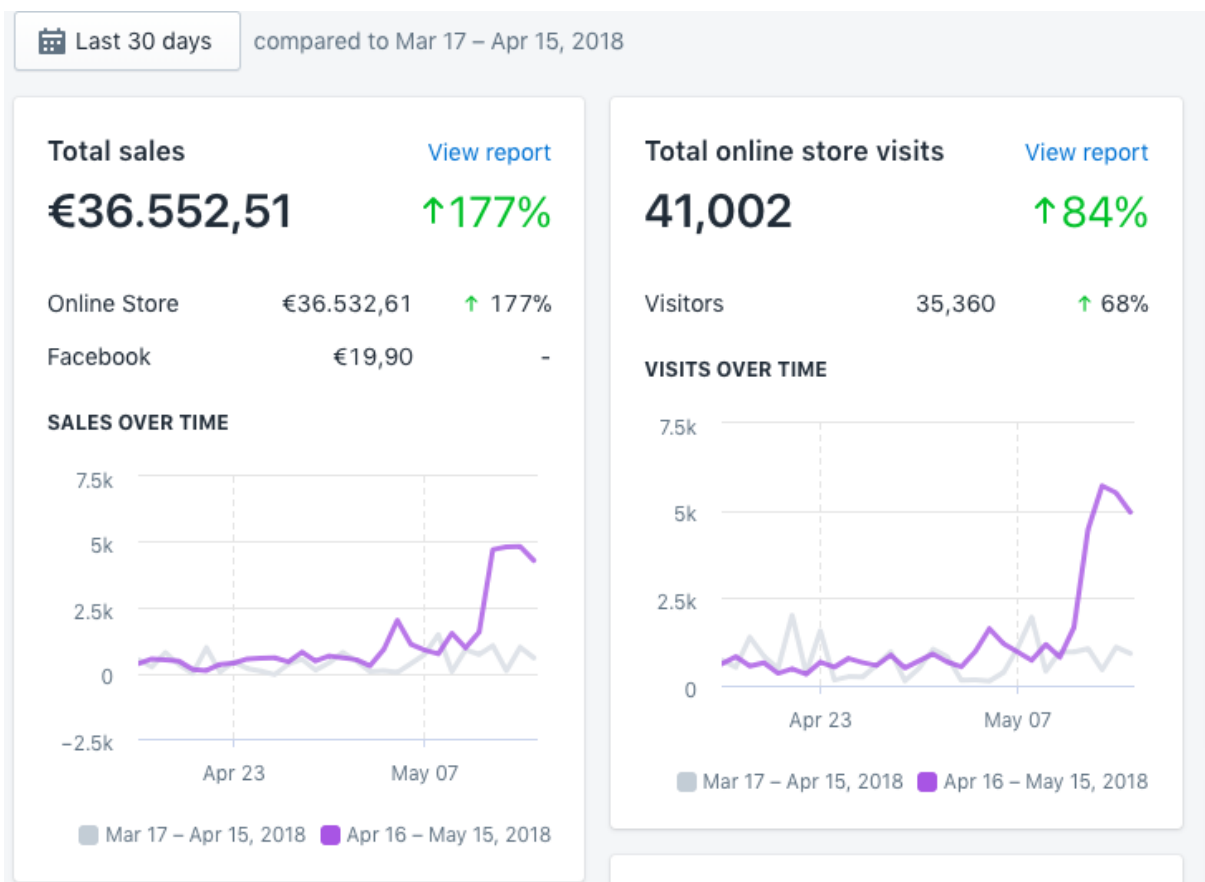
**Targeted ROAS:** 300%

**Results:** 300% ROAS





## 30 Days Performance



Facebook Ads Results:

Account Overview										
Campaigns										
1 selected										
Ad Sets for 1 Campaign										
Ads for 1 Campaign										
Columns: Sandeep Kumar Analysis										
Breakdown										
Export										
	Campaign Name	Amount Spent	Budget	Website Adds to Cart	Website Checkouts Initiated	Website Purchases	Website Purchase RO...	Clicks (All)	CTR (All)	R...
	Conversions Tete Aspirateur	€11,219.22	Using ad se...	3,338	1,453	1,539	2.89	90,651	5.36%	843
	950 Micro Ad Window Cleaner	€395.41	Using ad se...	55	22	14	1.43	4,085	5.43%	74
	Qwaya Test Conversion	€1,531.19	Using ad se...	254	107	97	2.53	15,772	4.88%	299
	Page Likes	€352.33	Using ad se...	4	2	2	0.26	3,127	4.07%	5
	Traffic Lave-Vitre	€1,031.11	Using ad se...	—	—	—	—	11,217	5.29%	99
	Conversions Lave Vitre	€10,463.17	Using ad se...	2,099	1,099	841	3.24	89,710	5.98%	917
	Serpillère number 2	€14,222.14	Using ad se...	3,860	1,955	1,039	3.00	65,239	4.91%	5
	Serpillère	€15,453.55	Using ad se...	6,705	3,337	1,864	4.94	115,406	5.18%	1,12
Results from 33 campaigns		€58,169.05		17,301	8,690	5,811	3.42	417,506	5.32%	2,585
Excludes deleted items		Total Spent		Total	Total	Total	Average	Total	Per Impre...	P

Performance in 30 Days

Account Overview										
Campaigns										
Ad Sets										
Ads										
Columns: Sandeep Kumar Analysis										
Breakdown										
Exp										
	Campaign Name	CPM (Cost per 1,000 Impressions)	Results	Cost per Result	Amount Spent	Website Adds to Cart	Website Checkouts Initiated	Website Purchases	Website Purchase RO...	
	Conversions - Egg Boilit	€9.55	862 Purchases	€6.96 Per Purchase	€5,998.23	1,842	1,196	862	2.62	
	Conversions Robotic Vacuum Cleaner	€10.30	231 Purchases	€12.56 Per Purchase	€2,901.91	517	359	231	3.29	
	Conversions Tete Aspirateur	€9.96	76 Purchases	€10.75 Per Purchase	€816.86	129	100	76	2.04	
	Conversions - Cosmetic Storage Cabinet	€13.97	64 Purchases	€10.23 Per Purchase	€654.83	146	84	64	2.79	
	Conversions - Ceramic Car Coating	€9.54	57 Purchases	€15.44 Per Purchase	€880.07	142	73	57	2.45	
	Retargeting - Egg Boilit	€11.00	24 Landing Pa...	€0.64 Per Landing ...	€15.45	5	2	3	3.73	
	Conversions - Egg Boilit - Belgium Without Budg...	€13.11	22 Purchases	€15.98 Per Purchase	€351.47	85	75	22	1.24	
	Conversions - Egg Boilit - Switzerland	€17.13	12 Purchases	€30.11 Per Purchase	€361.35	45	28	12	0.67	
	Conversions Far Reaching Pliers	€12.61	11 Purchases	€11.69 Per Purchase	€128.58	20	11	11	1.70	
Results from 51 campaigns		€10.20	—	—	€12,494.77	3,014	1,977	1,362	2.59	
		Per 1,000 Im...			Total Spent	Total	Total	Total	Average	