FACEBOOK & Instagram AD CASE STUDY

Project Service: -

The Launch Planner is a startup business planner for female entrepreneurs. It's a 6-stage launch process which helps lady entrepreneurs to make weekly & monthly business plans and make them more committed to accomplishing the milestones. This also helps in providing relevant resources, specially designed tasks, tips, tools, and templates which help them to succeed.
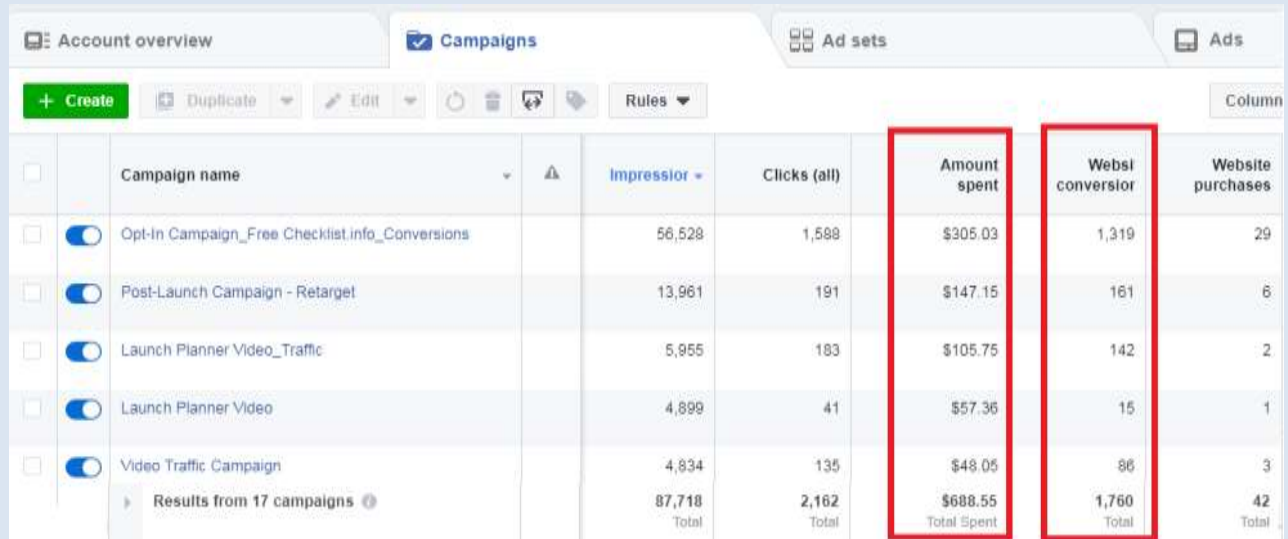
Challenges: -

The Launch Planner Worked with a PPC management agency that managed their account. They had lower number of conversions, Very High cost per conversion and an extremely low conversion rate. Because of poor management of the PPC account, despite an increased cost per conversion, the conversion rate kept suffering.

Challenge Statement

a. Low number of Clicks

b. High Ad Spend

c. Low Website Conversion

		Campaign name		⚠	Impression ▾	Clicks (all)	Amount spent	Websi conversior	Website purchases
☐	🔵	Opt-In Campaign_Free Checklist.info_Conversions			56,528	1,588	$305.03	1,319	29
☐	🔵	Post-Launch Campaign - Retarget			13,961	191	$147.15	161	6
☐	🔵	Launch Planner Video_Traffic			5,955	183	$105.75	142	2
☐	🔵	Launch Planner Video			4,899	41	$57.36	15	1
☐	🔵	Video Traffic Campaign			4,834	135	$48.05	86	3
		Results from 17 campaigns ⓘ			87,718 Total	2,162 Total	$688.55 Total Spent	1,760 Total	42 Total

Account overview • ✅ Campaigns • ⊞ Ad sets • ⬚ Ads

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Our Work:-

FaceBook Stats

Clicks:- 5,272
Imperssions:-169,521
Website Conversions:- 3,697
ROAS:- 103%

After few Months Successfully Tracking Events: -

After a few months, we saw a significant increase in ROI (Return on Investment) and Conversions: -

	Campaign name	⚠	Impression ▾	Clicks (all)	Amount spent	Websi conversior	Website purchases
	Opt-In Campaign_Free Checklist.info_Conversions		79,159	2,591	$559.97	2,133	32
	Post-Launch Campaign - Retarget		43,352	1,024	$444.87	1,079	17
	Giveaway Contest Campaign		25,681	1,177	$192.05	84	—
	Launch Planner Video_Traffic		5,955	183	$105.75	142	2
	Launch Planner Video		4,899	41	$57.36	15	1
	Results from 17 campaigns ⓘ		169,521 Total	5,272 Total	$1,503.80 Total Spent	3,697 Total	58 Total

Successfully Sell Products:-

Compression Of Our Work in Conversions

Below you can see the progress in Reach on monthly basis.

		Reach ←|	
14/07/2018 — 12/08/2018	**14/06/2018 — 13/07/2018**	**Change**	**Change (%)**
20,236	—	—	—
16,376	18,073	-1,697	▼ 9.39%
2,090	13,388	-11,298	▼ 84.39%
839	2,347	-1,508	▼ 64.25%
—	—	—	—
41,200 People	**30,913** People	**10,287** People	▲ 33.28% People