

# Promotion of Lead generation Project

Basic goals:

- Launch a new copywriting marathon course in a promotion (lead generation of online education)
- Limit metrics CPL = \$20-35 , ROMI over 300%
- Promotion for 10 days

**REVENUE = \$ 9,991**

Received from the Facebook Ads advertising channel in the **first 10 days of promotion!**

**CPO = \$ 15.4**

Cost per order (lead)

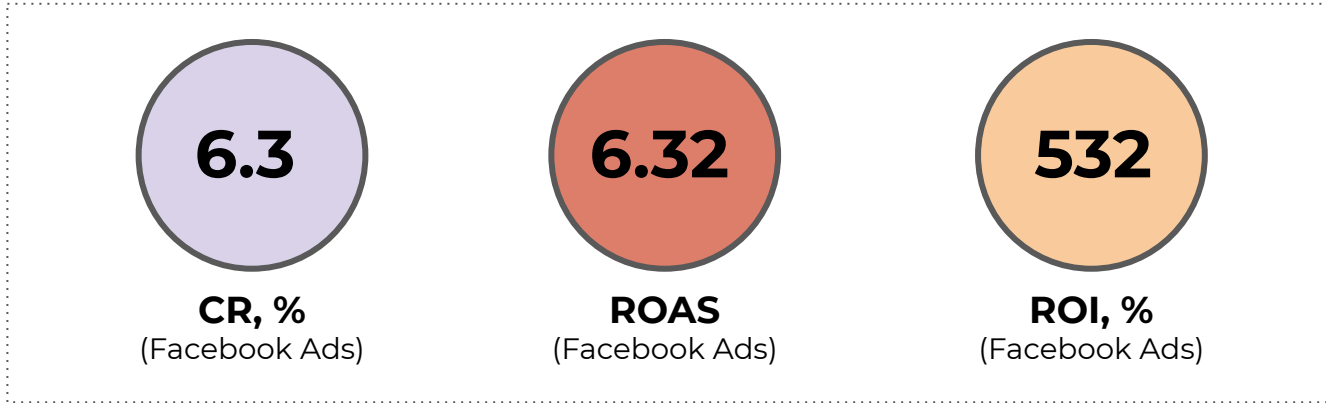
**PURCHASE = 103**

Average conversion from visitor to potential client **CR = 6.3%**

**ROMI = 531.9%**

# Key performance metrics

period under consideration - 10 days performance



\$ **1,581**

**Total Ad Spend**

\$ **9,991**

**Revenue**  
(site)

**103**

**Sales**

# Key performance metrics

period under consideration - 10 days performance

Resource Center Campaigns Ad Sets Ads

+ Create Duplicate Edit More View Setup Columns: Custom Breakdown Reports

<input type="checkbox"/>	<input type="checkbox"/>	Campaign Name	Results ↓	Reach	Impressions	Cost per Result	Amount Spent	CTR (Link Click-Through...)	CPC (Cost per Link Click)	+
<input type="checkbox"/>	<input checked="" type="checkbox"/>		53 Purchases	5,900	36,009	\$4.10 Per Purchase	\$217.30	2.65%	\$0.23	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		27 Purchases	9,569	18,297	\$20.42 Per Purchase	\$551.32	1.57%	\$1.91	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		4 Purchases	2,940	4,198	\$34.21 Per Purchase	\$136.82	0.79%	\$4.15	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		4 Purchases	4,141	5,815	\$40.97 Per Purchase	\$163.87	1.08%	\$2.60	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		4 Purchases	3,377	5,018	\$37.13 Per Purchase	\$148.53	1.49%	\$1.98	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		3 Purchases	173	479	\$13.59 Per Purchase	\$40.76	2.09%	\$4.08	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		4 Purchases	1,929	4,528	\$12.61 Per Purchase	\$50.44	2.61%	\$0.43	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		2 Purchases	2,708	4,068	\$54.58 Per Purchase	\$109.15	1.01%	\$2.66	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		1 Purchase	1,503	2,136	\$56.88 Per Purchase	\$56.88	1.45%	\$1.83	
<input type="checkbox"/>	<input checked="" type="checkbox"/>		1 Purchase	2,865	4,594	\$106.74 Per Purchase	\$106.74	0.76%	\$3.05	

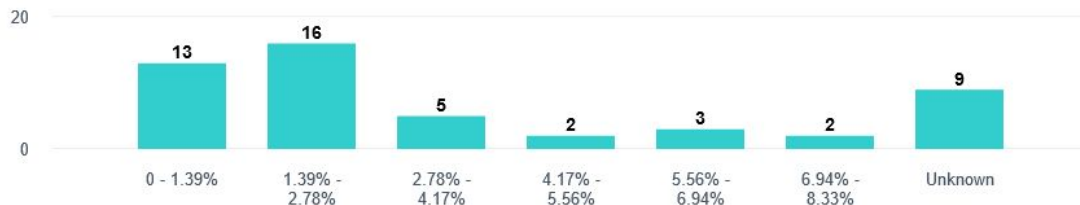
# Key performance metrics

period under consideration - 10 days performance

Average CTR (link click-through rate)



CTR (link click-through rate) Distribution



## Comments (1):

The implementation of the promotion of this case was laid in 10 days of advertising activities, on the left we give the graphs of the click-through rate of the ads. For a little clarification: we got quite good results in terms of interaction, which indicates the correct formation of a portrait of the target audience and work with users' pains.



“

**Case  
is not  
finished**

It continues to  
move towards  
the  
**exponential**

”



“

**Work  
with  
us**

And your  
revenue will  
be **fortuned**

”