

# Promotion of Home Improvement Project

Basic goals:

- Launch a fitness online course in a promotion (lead generation in health and fitness niche)
- Limit metrics CPL = CA\$ 35
- US only

**SPEND = CA\$ 31 386**

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

**CPL = CA\$ 30,5**

Cost per lead

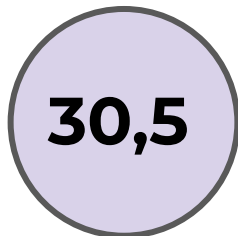
**LEADS = 1028**

Average conversion from visitor to potential client **CR = 4,1%**

**CLICKS = 25 067**

# Key performance metrics

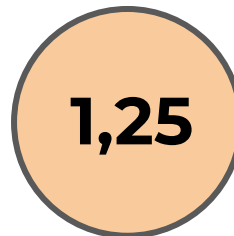
Date - 2021.01.01 - 2021.02.28



**CPL, CA\$**  
(Facebook Ads)



**CTR, %**  
(Facebook Ads)



**CPC, CA\$**  
(Facebook Ads)

CA\$ **31 386**

**Total Ad Spend**

**1028**

**Leads**

# Key performance metrics

Date - 2021.01.01 - 2021.02.28



Ad Sets  Updated just now Discard Drafts Review and Publish ...

Search and filter  Jan 1, 2021 - Feb 28, 2021

Resource Center (1) Campaigns 1 Selected Ad Sets for 1 Campaign Ads for 1 Campaign

+ Create Duplicate Edit A/B Test Rules View Setup Columns: Custom Breakdown Reports

	Ad Set	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent	Link Clicks	CPC (Cost per Link Click)	CTR (Link Click-Through...)
<input type="checkbox"/>	Non	ff	Bid cap (\$250.0... Conversions	\$150.00 Daily	Mar 1, 2021, 7:29... 9 days ago	Completed Registr... 377	344,893	548,196	\$26.50 Per Complete Regi...	\$9,988.68	8,305	\$1.20	1.51%
<input type="checkbox"/>		ff	Bid cap (\$230.0... Conversions	\$200.00 Daily	Feb 10, 2021, 3:5... 28 days ago	Completed Registr... 124	146,462	258,499	\$41.91 Per Complete Regi...	\$5,197.11	4,011	\$1.30	1.55%
<input type="checkbox"/>		ff	Bid cap (\$125.0... Conversions	\$500.00 Daily	Feb 15, 2021, 5:5... 23 days ago	Completed Registr... 121	152,688	191,808	\$25.37 Per Complete Regi...	\$3,069.97	2,754	\$1.11	1.44%
<input type="checkbox"/>		Learning	Bid cap (\$125.0... Conversions	\$350.00 Daily	Mar 10, 2021, 9:1... Today	Completed Registr... 123	59,670	106,083	\$22.28 Per Complete Regi...	\$2,740.20	2,505	\$1.09	2.36%
<input type="checkbox"/>		ff	Bid cap (\$130.0... Conversions	\$250.00 Daily	Feb 8, 2021, 4:59... 30 days ago	Completed Registr... 65	91,399	146,202	\$41.96 Per Complete Regi...	\$2,727.09	1,902	\$1.43	1.30%
<input type="checkbox"/>		ff	Bid cap (\$220.0... Conversions	\$150.00 Daily	Feb 22, 2021, 6:0... 16 days ago	Completed Registr... 62	79,995	135,397	\$38.98 Per Complete Regi...	\$2,416.78	1,799	\$1.34	1.33%
<input type="checkbox"/>		ff	Bid cap (\$250.0... Conversions	\$100.00 Daily	Feb 11, 2021, 4:1... 27 days ago	Completed Registr... 56	61,537	121,897	\$36.13 Per Complete Regi...	\$2,023.17	1,480	\$1.37	1.21%
<input type="checkbox"/>		ff	Lowest cost Conversions	\$100.00 Daily	Feb 16, 2021, 5:5... 22 days ago	Completed Registr... 12	19,248	26,371	\$53.25 Per Complete Regi...	\$638.95	484	\$1.32	1.84%
<input type="checkbox"/>		ff	Lowest cost Conversions	\$250.00 Daily	Feb 15, 2021, 5:0... 23 days ago	Completed Registr... 7	13,804	16,204	\$55.82 Per Complete Regi...	\$390.75	205	\$1.91	1.27%
<input type="checkbox"/>		ff	Bid cap (\$200.0... Conversions	\$100.00 Daily	Feb 10, 2021, 4:0... 28 days ago	Completed Registr... 5	16,478	17,258	\$62.23 Per Complete Regi...	\$311.13	245	\$1.27	1.42%
<input type="checkbox"/>		ff	Bid cap (\$125.0... Conversions	\$250.00 Daily	Feb 25, 2021, 3:4... 13 days ago	Completed Registr... 6	9,517	11,887	\$48.95 Per Complete Regi...	\$293.67	180	\$1.63	1.51%
<input type="checkbox"/>		ff	Bid cap (\$250.0... Conversions	\$150.00 Daily	Feb 24, 2021, 6:2... 14 days ago	Completed Registr... 20	6,107	7,371	\$10.36 Per Complete Regi...	\$207.16	209	\$0.99	2.84%
<input type="checkbox"/>		ff	Bid cap (\$240.0... Conversions	\$130.00 Daily	Feb 11, 2021, 4:2... 27 days ago	Completed Registr... 2	9,423	12,771	\$87.97 Per Complete Regi...	\$175.93	76	\$2.31	0.60%
<input type="checkbox"/>		Learning	Lowest cost	\$150.00	Mar 9, 2021, 3:38...	Completed Registr... 10	5,651	6,152	\$15.91 Per Complete Regi...	\$159.07	120	\$1.33	1.95%
<b>Re</b>							<b>860,434</b>	<b>1,648,039</b>		<b>\$31,386.63</b>	<b>25,067</b>	<b>\$1.25</b>	<b>1.52%</b>
						Completed Registrati...	People	Total	Per Complete Registr...	Total Spent	Total	Per Action	Per Impressions

# Key performance metrics

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## Comments (1):

The graphs show the change in volume by the number of clicks and conversions by week.



“

**Case  
is not  
finished**

It continues to  
move towards  
the  
**exponential**

”



“

**Work  
with  
us**

And your  
revenue will  
be **fortuned**

”