

Case Study - 01

For this client, he was promoting a number of different books and courses and he asked us to help with the promotion of one of his highest-priced courses. Our campaign is the fifth one in this screenshot and **provided the client a 7200% Return on Ad Spend!** This campaign is a good example of what is possible when a client has a stellar funnel that they then connect to our services.

Manage Reports >

Report: New Report

Save Changes

Export ▾

Filters ▾

Impressions: > 0 x

Campaign Name: mhu x

+

Level: Campaign ▾

Columns: Custom ▾

Breakdown ▾

May 1, 2017 – Jul 17, 2017 ▾

	Campaign Name		Cost per Result	Amount Spent	Website Purc...	Total Conversion Value	Website Conv...
<input type="checkbox"/>	█ - Lead Generation	1,751	\$3.38 <small>Per Lead (Form)</small>	\$3,888.46	—	\$0.00	\$0.00
<input type="checkbox"/>	█	2,975	— <small>Multiple Conversions</small>	\$2,911.33	—	\$0.00	\$56,624.55
<input type="checkbox"/>	█ - Traffic: Articles	4,416	\$0.52 <small>Per Link Click</small>	\$854.51	—	\$0.00	\$0.00
<input type="checkbox"/>	█ - Newsletter Conversions: Retargeting...	700	\$4.72 <small>Per Newsletter Signup</small>	\$212.62	—	\$0.00	\$119.90
<input type="checkbox"/>	█ - Home Study Conversions: Retargeti...	1,311	— <small>Per Purchased: Home Study - Bundle 1</small>	\$208.20	—	\$0.00	\$14,975.00
▸	Results from 5 Campaigns	17,770 <small>people</small>	—	\$8,074.97 <small>Total Spent</small>	— <small>Total</small>	\$0.00 <small>Total</small>	\$71,719.45 <small>Total</small>