

Digital Advertising Case History



LA BARCA WELLNES

Through targeted marketing campaigns on Facebook and Instagram, we successfully generated **53 leads** with a total spend of **58 euros**, resulting in a cost per lead of only **1.11 euros**. This outcome represents a significant improvement compared to the client's previous cost of 5 euros per lead. Our optimized digital marketing strategies enabled the generation of cost-effective leads, demonstrating the value of investing in the right channels for the client's business.



LA BARCA
WELLNES

My Strategy for Creating a Successful Lead Generation Campaign

Defining objectives and targeting for the lead generation campaign

- Discussed with the client to understand their lead generation objectives (increasing sign-ups, form completions, etc.)
- Identified the target audience most likely to convert into quality leads for the client's business

Configuring campaign parameters to optimize lead generation

- Selected ad types that encourage audience engagement and actions (lead form ads, offer ads, etc.)
- Set a dedicated budget and scheduling to maximize lead generation within the client's constraints
- Created personalized and compelling ads that encourage the audience to take action

Continuous monitoring and optimization of lead generation performance

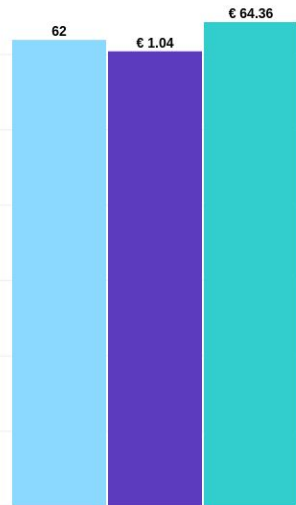
- Closely tracked key metrics such as cost per lead (CPL), conversion rate, and lead quality
- Conducted data-driven optimizations to continuously improve lead generation results
- Tested different ad elements (copy, images, offers) to identify the most effective combination for attracting quality leads

Campaign Results

Campaign name	Reach	Clicks (all)	Impressions	Amount spent	Leads	Cost per lead	CPM (cost per 1,000 impressions)	Cost per 1,000 Accounts Center accounts reached
DAY SARDEGNA	7,141	563	10,750	€58.73	53 ⁽²⁾	€1.11 ⁽²⁾	€5.46	€8.22
Total results 1 / 1 row displayed	7,141 Accounts Center accounts	563 Total	10,750 Total	€58.73 Total spent	53 ⁽²⁾ Total	€1.11 ⁽²⁾ Per Action	€5.46 Per 1,000 Impressions	€8.22 Per 1,000 Accounts Center

This month: Jun 1, 2024 – Jun 17, 2024

Leads Cost per lead Amount spent



DAY SARDEGNA

Reach

Facebook reach ⓘ

4.2K ↑ 8.2K%



Instagram reach ⓘ

4.2K ↑ 615.4%



CHANCE FASHION

The "Chance Fashion" activity is an online store for selling various quality clothing items, which aims to sell products online through Facebook and Instagram platforms. The results are very satisfactory, where with a spend of **1,103 euros**, we had a cost per purchase of **29 euros** and a total conversion value of **81,000 euros**, resulting in a ROAS (Return on Ad Spend) of **74**. The client is very pleased with these results.

CHANCE
F A S H I O N

My Strategy for Creating a Successful Purchase Campaign

Defining objectives and targeting for the conversion purchase campaign

- Discussed with the client to understand their purchase conversion objectives (increasing online sales, improving conversion rates, etc.)
- Identified the target audience most likely to convert into customers and make purchases on the client's e-commerce platform.

Configuring campaign parameters to optimize purchase conversion

- Selected ad types that encourage audience engagement and actions (product showcase ads, shop now ads, etc.)
- Set a dedicated budget and scheduling to maximize purchase conversion within the client's constraints
- Created personalized and compelling ads that encourage the audience to make purchases on the client's e-commerce platform

Continuous monitoring and optimization of purchase conversion performance

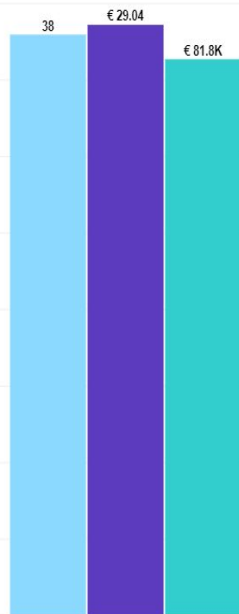
- Closely tracked key metrics such as cost per purchase (CPP), conversion rate, and average order value (AOV)
- Conducted data-driven optimizations to continuously improve purchase conversion results
- Tested different ad elements (copy, images, product showcases) to identify the most effective combination for driving sales on the client's e-commerce platform

Campaign Results

Page Name	Reach	Impressions	Amount spent	Purchases	Cost per purchase	Purchase ROAS (return on ad spend)	Purchases conversion value
Chance Fashion (Conversion)	166,201	517,679	€1,103.49	38	€29.04	74.14	€81,815.00
Total results 1 / 1 row display...	166,201 Accounts Center accounts	517,679 Total	€1,103.49 Total spent	38 Total	€29.04 Per Action	74.14 Average	€81,815.00 Total

March 1, 2024 – March 31, 2024

Purchases Cost per purchase Purchases conversion value



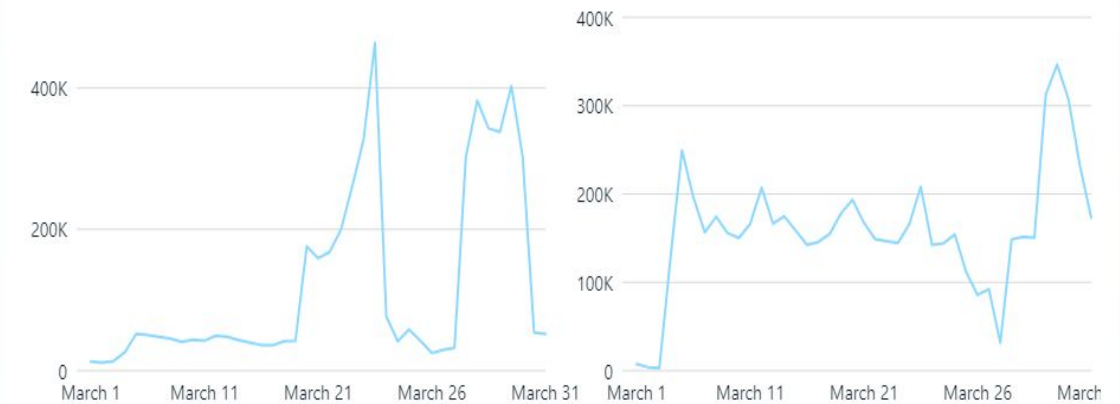
Reach

Facebook reach ⓘ

1.9M ↑ 282.4%

Instagram reach ⓘ

2.6M ↑ 45.8%



AUSTRALIAN SWEEPER

With a budget of **€22,000**, we generated **5,734 Leads** at an average cost of **€3.97** per Lead. As a B2B company, we surpassed our goal of maintaining a maximum cost of **€10 per Lead**. This demonstrates the effectiveness of our marketing strategy in attracting new customers while efficiently managing expenses. Moving forward, we will continue to optimize our campaigns to further improve the cost per Lead and maximize our ROI.



My Strategy for Creating a Successful Lead Generation Campaign

Defining objectives and targeting for the lead generation campaign

- Discussed with the client to understand their lead generation objectives (increasing sign-ups, form completions, etc.)
- Identified the target audience most likely to convert into quality leads for the client's business

Configuring campaign parameters to optimize lead generation

- Selected ad types that encourage audience engagement and actions (lead form ads, offer ads, etc.)
- Set a dedicated budget and scheduling to maximize lead generation within the client's constraints
- Created personalized and compelling ads that encourage the audience to take action

Continuous monitoring and optimization of lead generation performance

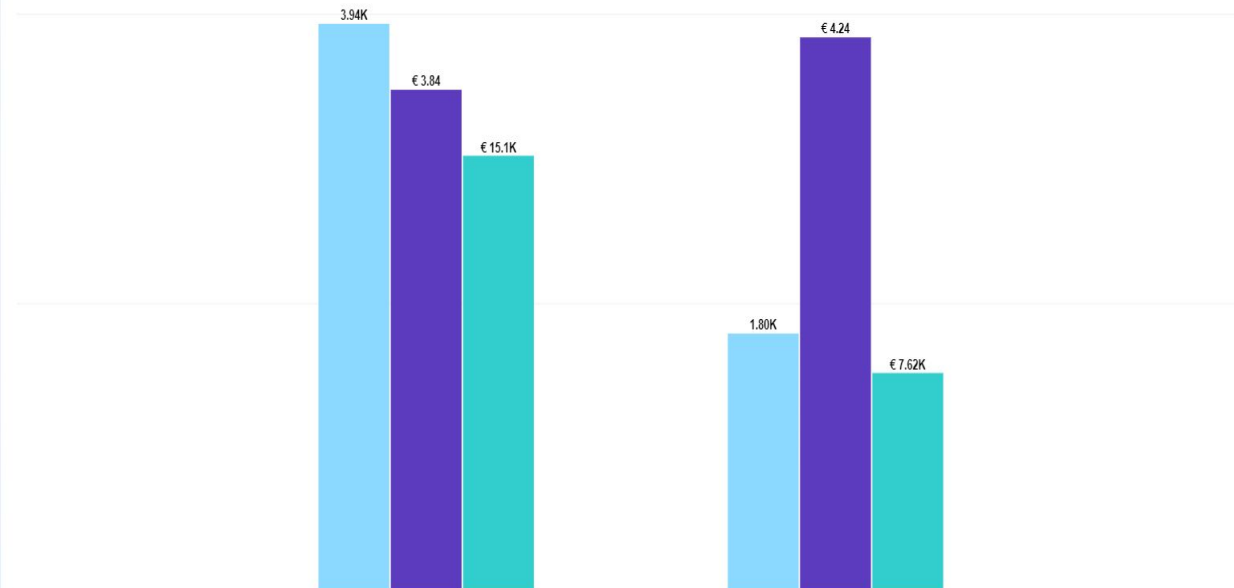
- Closely tracked key metrics such as cost per lead (CPL), conversion rate, and lead quality
- Conducted data-driven optimizations to continuously improve lead generation results
- Tested different ad elements (copy, images, offers) to identify the most effective combination for attracting quality leads

Campaign Results

Campaign name	Results	Reach	Impressions	Amount spent ↓	Leads	Cost per lead
Australian Sweeper Lead1	3,926 On-Facebook Leads	325,379	662,137	€15,126.13	3,926 [2]	€3,853 [2]
Australian Sweeper Lead2	1,795 On-Facebook Leads	273,929	673,523	€7,622.23	1,795 [2]	€4,246 [2]
Total results 2 / 2 rows display...	5,721 On-Facebook Leads	600,971 Accounts Center accounts	1,335,660 Total	€22,748.36 Total spent	5,721 [2] Total	€3,977 [2] Per Action

May 01, 2024 – May 30, 2024

Leads
 Cost per lead
 Amount spent



Reach

Facebook reach ⓘ

776.7K ↑ 8.4%



Instagram reach ⓘ

1.8M ↓ 21.7%



KIDDO WORLD

KiddoWorld is a company that sells high-quality products for children. The objective of their marketing campaigns on Facebook Ads and Instagram is to increase sales (purchase).

The results for the last 1 month show:

- Marketing spend: 1,400 (I assume in Euros)
- Number of sales generated: 43
- Revenue from these sales: 11,300 (in the same currency as the spend)
- ROAS (Return on Ad Spend): 7.6

A ROAS of 7.6 means that for every 1 monetary unit spent on marketing, the company generated 7.6 units in revenue. So, the campaign has been very profitable.



KiddoWorld

My Strategy for Creating a Successful Purchase Campaign

Defining objectives and targeting for the conversion purchase campaign

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- Identified the target audience most likely to convert into customers and make purchases on the client's e-commerce platform.

Configuring campaign parameters to optimize purchase conversion

- Selected ad types that encourage audience engagement and actions (product showcase ads, shop now ads, etc.)
- Set a dedicated budget and scheduling to maximize purchase conversion within the client's constraints
- Created personalized and compelling ads that encourage the audience to make purchases on the client's e-commerce platform

Continuous monitoring and optimization of purchase conversion performance

- Closely tracked key metrics such as cost per purchase (CPP), conversion rate, and average order value (AOV)
- Conducted data-driven optimizations to continuously improve purchase conversion results
- Tested different ad elements (copy, images, product showcases) to identify the most effective combination for driving sales on the client's e-commerce platform

Campaign Results

Campaign name	Reach	Impressions	Amount spent ↓	Purchases	Purchase ROAS (return on ad spend)	Cost per purchase	Purchases conversion value
KiddoWorld Conversion (Version 1)	28,530	163,394	€881.03	20 [2]	6,...	€44.05 [2]	€5,659.80 [2]
KiddoWorld Conversion (Version 2)	10,759	71,346	€406.70	10 [2]	5,...	€40.67 [2]	€2,319.20 [2]
KiddoWorld Advantage	13,029	44,083	€200.00	13 [2]	16,...	€15.38 [2]	€3,341.00 [2]
Total results 3 / 3 rows display...	38,733 Accounts Center accounts	278,823 Total	€1,487.73 Total spent	43 [2] Total	7.61 [2] Average	€34.60 [2] Per Action	€11,320.00 [2] Total



The M. e-commerce

Visits

Facebook visits ⓘ

18.4K ↓ 7.1%



Instagram profile visits ⓘ

17.7K ↑ 2.7%



M STUDIO SALON

MSTUDIO SALON, a renowned beauty salon, aimed to enhance its brand presence in its operating region through Facebook and Instagram. The salon implemented strategies such as increasing Facebook likes, brand awareness, social media traffic, and follower engagement. The results were satisfactory, enabling the business to boost its online presence, attract more attention from the target audience, strengthen its market position, and expand its loyal customer base.



My Strategy for Creating a Successful Brand Awareness Campaign

Defining objectives and targeting for the brand awareness campaign

- Discussed with the client to understand their brand awareness objectives (increasing brand recognition, improving brand recall, etc.)
- Identified the target audience most likely to engage with the brand and become aware of the client's products or services.

Configuring campaign parameters to optimize impressions and engagement

- Ads that encourage engagement and interaction with the brand
- Budget and scheduling to maximize brand reach and frequency
- Compelling ads that showcase unique value and encourage interest in the brand

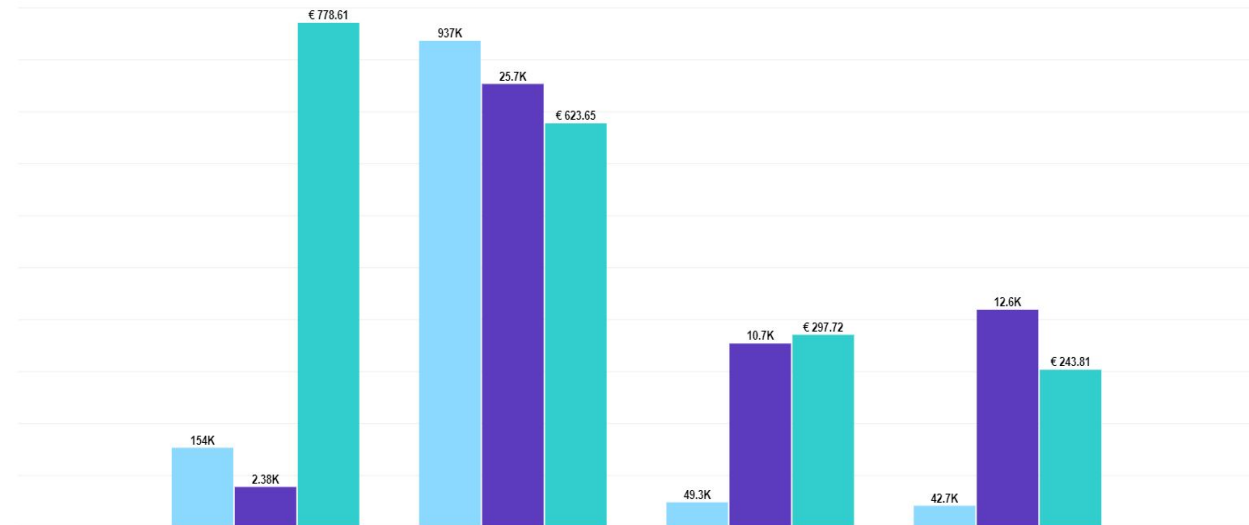
Continuous monitoring and optimization of brand awareness performance

- Closely tracked key metrics such as reach, frequency, ad recall lift, and brand awareness lift
- Conducted data-driven optimizations to continuously improve brand awareness results
- Tested different ad elements (copy, images, video content) to identify the most effective combination for increasing brand recognition and recall

Campaign Results

Campaign name	Reach	Impressions	Results	Amount spent ↓	Cost per result	Post engagements	Clicks (all)	Cost per 1,000 Accounts Center accounts reached
MSTUDIO Salon_Like Facebook	154,348	318,291	1,075 Follows or likes	€778.61	€0.72 Follow or like	2,375	4,899	€5.04
MSTUDIO Salon_Brand Awareness	937,400	2,247,979	937,400 Reach	€623.65	€0.67 Per 1,000 People Reached	25,718	1,296	€0.67
MSTUDIO Salon_Traffic	49,275	73,530	1,556 Link clicks	€297.72	€0.19 Link Click	10,681	2,096	€6.04
MSTUDIO Salon_Engagement	42,720	95,981	12,639 Post engagements	€243.81	€0.02 Post Engagement	12,639	401	€5.71
Total results 4 / 4 rows display...	1,179,488 Accounts Center accounts	2,735,781 Total	— Multiple conversions	€1,943.79 Total spent	— Multiple conversions	51,413 Total	8,692 Total	€1.65 Per 1,000 Accounts Center accounts reached

Mar 1, 2024 – Mar 31, 2024
 Reach Post engagements Amount spent



PLANE UGANDA

Plane Uganda is a humanitarian activity that helps the poor in Uganda. The objective of our campaigns has been to increase our brand awareness through social networks, so that people can see what we do and join our cause. The initial results were quite satisfactory, with a very low cost for engagement and traffic



My Strategy for Creating a Successful Brand Awareness Campaign

Defining objectives and targeting for the brand awareness campaign

- Discussed with the client to understand their brand awareness objectives (increasing brand recognition, improving brand recall, etc.)
- Identified the target audience most likely to engage with the brand and become aware of the client's products or services.

Configuring campaign parameters to optimize impressions and engagement

- Ads that encourage engagement and interaction with the brand
- Budget and scheduling to maximize brand reach and frequency
- Compelling ads that showcase unique value and encourage interest in the brand

Continuous monitoring and optimization of brand awareness performance

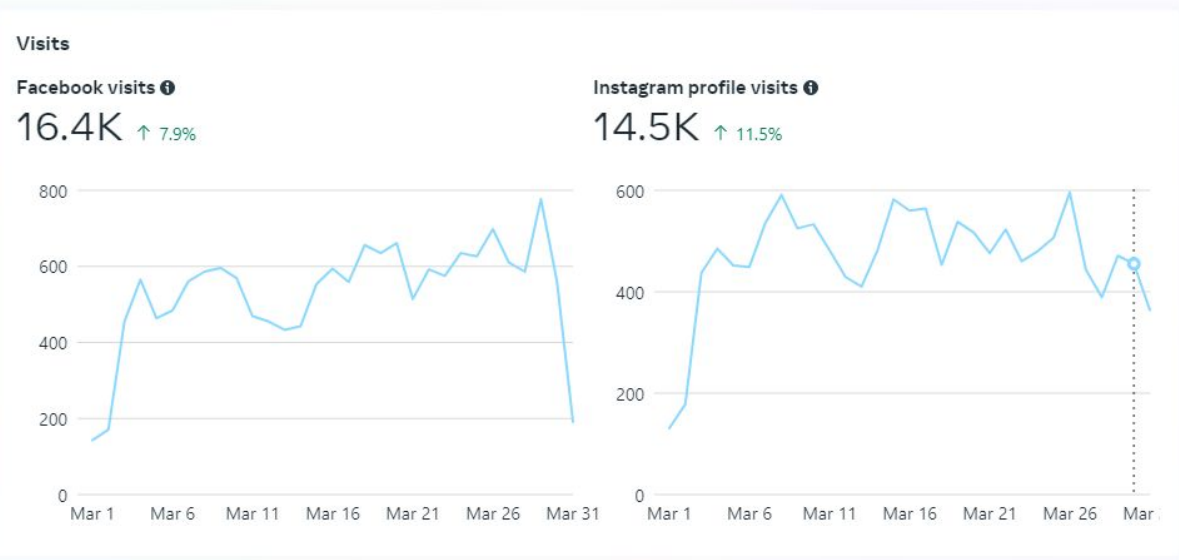
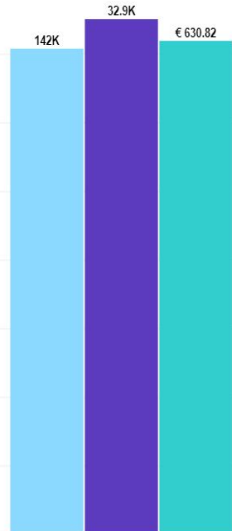
- Closely tracked key metrics such as reach, frequency, ad recall lift, and brand awareness lift
- Conducted data-driven optimizations to continuously improve brand awareness results
- Tested different ad elements (copy, images, video content) to identify the most effective combination for increasing brand recognition and recall

Campaign Results

Campaign name	Reach	Impressions	Amount spent ↓	Cost per result	Clicks (all)	Page engagement	Cost per 1,000 Accounts Center accounts reached
Platform for the needy_Traffic	95,063	140,320	€350.31	€0.14 Link Click	2,984	18,454	€3.69
Platform for the needy_Engagement	48,110	107,845	€280.51	€0.02 Post Engagement	346	14,471	€5.83
Total results 2 / 2 rows display...	141,794 Accounts Center accounts	248,165 Total	€630.82 Total spent	— Multiple conversions	3,330 Total	32,925 Total	€4.45 Per 1,000 Accounts Center ac...

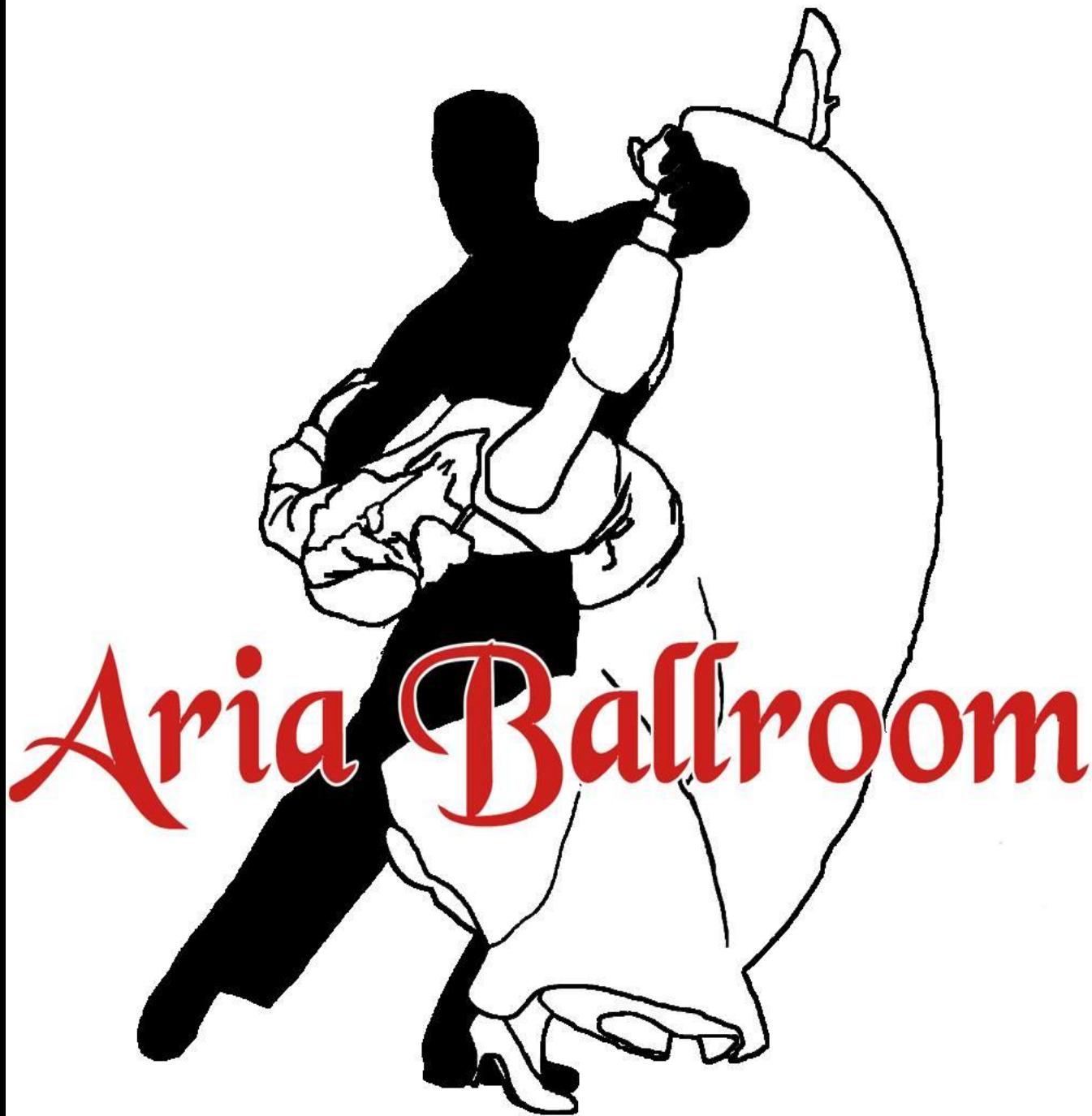
Feb 1, 2024 - Feb 29, 2024

Reach Page engagement Amount spent



ARIA BALLROOM

ARIA BALLROOM offers dance lessons. The strategy on Google Adwords has been to increase brand awareness through Google, following various strategies such as traffic generation, lead generation, and brand awareness. This strategy has been pursued to have the opportunity to gain as many contacts as possible. We have had a total of 154 conversions, which include phone calls and emails, while spending only 945 euros on advertisements. The objective results have been achieved.



My Strategy for Creating Successful Campaigns in Google Adwords: Lead Generation, Traffic, and Brand Awareness

Defining objectives and targeting for the brand awareness campaign

- Discussed with the client to understand their brand awareness objectives (increasing brand recognition, improving brand recall, etc.)
- Identified the target audience most likely to engage with the brand and become aware of the client's products or services.

Configuring campaign parameters to optimize impressions and engagement

- Ads that encourage engagement and interaction with the brand
- Budget and scheduling to maximize brand reach and frequency
- Compelling ads that showcase unique value and encourage interest in the brand

Continuous monitoring and optimization of brand awareness performance

- Closely tracked key metrics such as reach, frequency, ad recall lift, and brand awareness lift
- Conducted data-driven optimizations to continuously improve brand awareness results
- Tested different ad elements (copy, images, video content) to identify the most effective combination for increasing brand recognition and recall

Campaign Results

Rendimento delle campagne

Campagna ▼	Tipo di campagna ▼	↓ Clic ▼	Impressioni ▼	CTR ▼	CPC medio ▼	Costo ▼	% impr. (superiore) ▼	Conversioni ▼	Costo/conv. ▼
Aria BallRoom	Intelligente	2.091	202.141	1,03%	0,13 €	267,80 €	92,50%	35,00	7,65 €
Aria BallRoom / Lead	Ricerca	1.230	7.393	16,64%	0,27 €	337,87 €	91,31%	106,00	3,19 €
Aria BallRoom / Search Traffic	Ricerca	429	9.497	4,52%	0,56 €	238,67 €	86,01%	3,00	79,56 €
Aria BallRoom / Display Traffic	Display	424	35.670	1,19%	0,18 €	77,06 €	0,00%	10,00	7,71 €
Aria BallRoom / Performance Max Traffic	Performance Max	92	467	19,70%	0,25 €	23,30 €	0,00%	0,00	0,00 €
Total		4.266	255.168	1,67%	0,22 €	944,70 €	87,86%	154,00	6,13 €

MY MEDIC EYE

My Medic Eye is a platform and app for managing your health, which aimed to raise brand awareness on LinkedIn so that people would recognize this app. The strategy followed was user engagement, and the cost per result was low for this service category, at 0.81 euros per result, with a total expenditure of 840 euros, achieving 1032 engagements.



My Strategy for Creating Successful Campaigns on LinkedIn: Engagement

Defining Objectives and Targeting for Brand Awareness Campaigns

- Discussed with the client to understand their engagement objectives, such as increasing brand recognition and improving brand recall.
- Identified the target audience most likely to engage with the brand and become aware of the client's products or services.

Configuring Campaign Parameters to Optimize Impressions and Engagement

- Ads that Encourage Engagement and Interaction with the Brand
- Budget and Scheduling to Maximize Brand Reach and Frequency
- Compelling Ads that Showcase Unique Value and Encourage Interest in the Brand

Continuous Monitoring and Optimization of Brand Awareness Performance

- Closely Tracked Key Metrics such as Reach, Frequency, Ad Recall Lift, and Brand Awareness Lift
- Conducted Data-Driven Optimizations to Continuously Improve Brand Awareness Results
- Tested Different Ad Elements (Copy, Images, Video Content) to Identify the Most Effective Combination for Increasing Brand Recognition and Recall

Campaign Results

Yield

[View more](#)

1,032 Interactions

Main results

48,717

Impressions

1,032

Click

€0.81

Cost per main result

€840.00

Expense



MIGHTY SHORT

In our efforts to increase followers on Instagram and Facebook and boost online product sales through Facebook and Google AdWords, we have achieved very satisfactory results:

- Follower Growth: Our Instagram follower campaign saw a 626% increase compared to previous months.
- E-commerce Sales: There was a 50% increase in online sales.

These results clearly demonstrate the effectiveness of our integrated marketing strategy.



My Strategy for Creating Successful Campaigns on Facebook: Facebook/Instagram Follow

Defining Objectives and Targeting for Increasing Social Media Followers

- Discussed with the client to understand their objectives for increasing social media followers, such as enhancing brand recognition and improving brand recall
- Identified the target audience most likely to engage with the brand and become followers, increasing awareness of the client's products or services

Configuring Campaign Parameters to Optimize Reach and Engagement

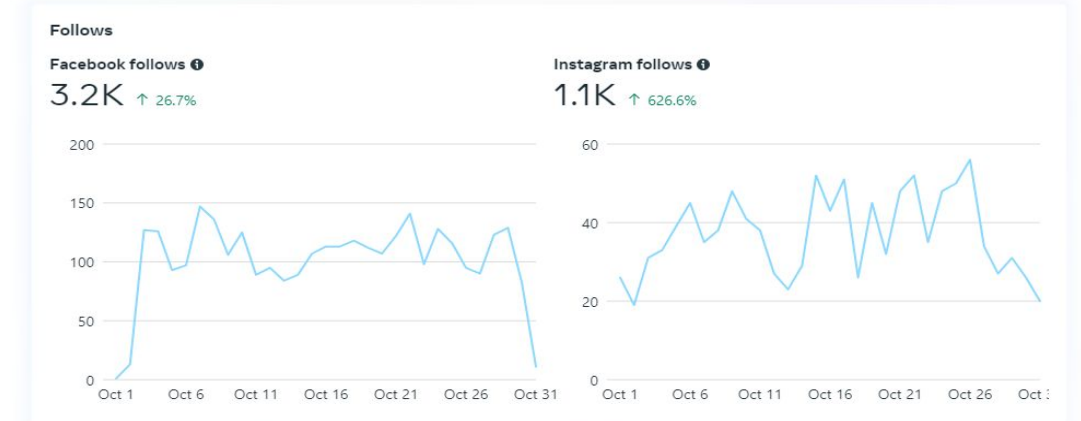
- Ads that Encourage Engagement and Interaction with the Brand
- Budget and Scheduling to Maximize Brand Reach and Frequency
- Compelling Ads that Showcase Unique Value and Encourage Interest in the Brand

Continuous Monitoring and Optimization of Follower Growth Performance

- Closely Tracked Key Metrics such as Reach, Frequency, Ad Recall Lift, and Brand Awareness Lift
- Conducted Data-Driven Optimizations to Continuously Improve Brand Awareness Results
- Tested Different Ad Elements (Copy, Images, Video Content) to Identify the Most Effective Combination for Increasing Brand Recognition and Recall

Campaign Results Follow FB/IG

Campaign name	Results	Reach	Impressions	Amount spent	Clicks (all)	Cost per 1,000 Accounts Center accounts reached	CPM (cost per 1,000 impressions)
MIGHTY SHORT_fb like	385 Follows or likes	41,550	59,331	€336.34	1,425	€8.09	€5.67
Total results 1 / 1 row display...	385 Follows or likes	41,550 Accounts Center accounts	59,331 Total	€336.34 Total spent	1,425 Total	€8.09 Per 1,000 Accounts Center accounts reached	€5.67 Per 1,000 Impressions
Campaign name	Results	Reach	Impressions	Amount spent	Clicks (all)	Cost per 1,000 Accounts Center accounts reached	CPM (cost per 1,000 impressions)
MIGHTY SHORT_ENGAGEMENT	9,854 Post engagements	47,166	55,032	€371.10	194	€7.87	€6.74
MIGHTY SHORT_Brand Awareness	23,300 Estimated Ad Recall Lift (...)	281,903	437,456	€187.92	227	€0.67	€0.43
Total results 2 / 2 rows display...	— Multiple conversions	327,917 Accounts Center accounts	492,488 Total	€559.02 Total spent	421 Total	€1.70 Per 1,000 Accounts Center accounts reached	€1.14 Per 1,000 Impressions



Campaign Results Purchase Facebook/Google Ads

Campaign name	Reach	Impressions	Amount spent ↓	Purchases	Cost per purchase	Purchase ROAS (return on ad spend)	Purchases conversion value
MIGHTY SHORT Conversion 1	210,029	530,510	€716.75	9 [2]	€79.64 [2]	2... [2]	€1,922.10 [2]
MIGHTY SHORT Conversion 2	27,108	43,033	€243.20	6 [2]	€40.53 [2]	4... [2]	€1,142.00 [2]
Total results 2 / 2 rows display...	236,586 Accounts Center accounts	573,543 Total	€959.95 Total spent	15 [2] Total	€64.00 [2] Per Action	3.19 [2] Average	€3,064.10 [2] Total

Rendimento delle campagne

Campagna	↓ Clic	Impressioni	CTR	CPC medio	Costo	Conversioni	Costo/conv.
MIGHTY SHORT PURCHASE	9,201	27,452	33,52%	0,09 €	835,07 €	72,67	11,49 €
Total	9,201	27,452	33,52%	0,09 €	835,07 €	72,67	11,49 €

TOTAL PASS

TOTAL PASS is a tour guide agency in Mexico, where the objective of our Google AdWords campaigns is lead generation to attract as many interested contacts as possible for these services, aiming to receive emails, phone calls, or visits to our physical store. The results have been very high, including a significant number of phone calls, emails, and in-store visits.

The logo for TOTAL PASS is centered within a large white circle on a magenta background. The word "TOTAL" is in black, bold, uppercase letters. The letter "O" in "TOTAL" is replaced by a magenta location pin icon. Below "TOTAL", the word "PASS" is written in a larger, bold, magenta, uppercase font.

TOTAL
PASS

My Strategy for Creating Successful Campaigns on Google: Google Ads Lead Generation

Defining Objectives and Targeting for Lead Generation

- Discussed with the client to understand their objectives for lead generation, such as enhancing brand recognition and improving brand recall.
- Identified the target audience most likely to engage with the brand and become leads, increasing awareness of the client's products or services.

Configuring Campaign Parameters to Optimize Reach and Engagement

- Ads that Encourage Engagement and Interaction with the Brand
- Budget and Scheduling to Maximize Reach and Frequency
- Compelling Ads that Showcase Unique Value and Encourage Interest in the Brand

Continuous Monitoring and Optimization of Lead Generation Performance

- Closely Tracked Key Metrics such as Reach, Frequency, Ad Recall Lift, and Brand Awareness Lift
- Conducted Data-Driven Optimizations to Continuously Improve Lead Generation Results
- Tested Different Ad Elements (Copy, Images, Video Content) to Identify the Most Effective Combination for Increasing Brand Recognition and Recall

Campaign Results Lead Generation - Google Ads

Rendimento delle campagne

Campagna ▼	Stato della campagna ▼	Tipo di campagna ▼	↓ Clic ▼	Impressioni ▼	CTR ▼	CPC medio ▼	Costo ▼	% impr. (sup. assoluta) ▼	% impr. (superiore) ▼	Conversioni ▼	Conv. view-through ▼	Costo/conv. ▼	Tasso conv. ▼
TOTAL PASS LEAD GEENRATION	Attivata	Ricerca	1.230	7.393	16,64%	0,27 €	337,87 €	26,64%	91,31%	106,00	0	3,19 €	8,62%
Total			1.230	7.393	16,64%	0,27 €	337,87 €	26,64%	91,31%	106,00	0	3,19 €	8,62%

Conversioni

Azione di conversione ▼	↓ Conversioni ▼	Conv. view-through ▼
Prenotazione appuntamento	68,00	0
Click Email	22,00	0
Click Mapa	8,00	0
Click Telefono	8,00	0
Total	106,00	0



THANK YOU

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