

SARAH MAE IVES SOCIAL MEDIA
INC.

ADS CLIENT CASE STUDY

ONLINE BUSINESS
COACH

1.4 MILLION DOLLAR
"MINI OFFER" LAUNCH
ON \$176,000 IN AD
SPEND SUMMER 2020

Results:

Spent \$176,000 over a three week period to generate 1.4 million dollars in sales in less than 30 days

Yielded over 1400 \$97 "mini-offer" purchases

Sold \$1.2 million dollars in high-ticket back end sales

Totalling a ROAS of nearly 8X

Summary

Sarah Mae Ives Social Media Inc recently conducted a new product launch for a business coach client in the online space selling a range of products from \$97-\$100,000.

Client recently wanted to test selling a "mini-offer" marketing and sales workshop with the price tag of \$97 (sold \$1,400,000).

The ads strategy encompassed a 3-tiered system of spending money on lead generation to a cold audience and to a warm audience for the mini-offer plus specialized retargeting stack to make sales. The lion's share of revenue was generated on day 5 of the workshop with an intense ads retargeting strategy to drive sales totally a more-than million dollar launch.

Goal

To successfully launch client's mini-offer and monetize the back end (after people joined the mini-offer).

Accomplishments

We successfully spent \$176,000 in ads, parsing out spend over top-of-funnel cold audience ads for lead generation, then carefully curated retargeting ads to drive sales to client's program of \$5,000.

We successfully broke even on the mini-offer itself, meaning the client made back every advertising penny on the mini-offer alone. This strategy helped us find high-quality leads that purchased the mini-offer and then made an additional 1.2 million dollars on the upsells within the minioffer.

Challenges

One of the main challenges with this launch was spending such an aggressive amount of money in a short period of time. We did this successfully with our proprietary scaling method, ensuring lead costs stayed within reasonable KPI's.

Looking at the numbers...

Purchases attributed in the ads manager reflect a over 1400 mini-offer sales which averaged a \$150 average order value (considering upsells). Profits for additional 1.2 million in revenue attributed to sales from mini-offer "backend." It was a huge win to test the mini-offer concept to discover a low risk way for clients to launch.

Campaigns [Account Name] Updated just now Discard Drafts Review and Publish (4)

Search and filter Filters Lifetime: Apr 9, 2020 – Oct 2, 2020

Campaigns 1 Selected Ad Sets 1 Selected Ads for 1 Ad Set

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

	Campaign Name	Budget	Amount Spent	Ends	Impressions	CPM (Cos per 1,000 Impressions)	Link Clicks	CPC (Cost per Link Click)	CTR (Link Click-Through)	Clicks (All)	CTR (All)	CPC (All)	Website Purchases
<input type="checkbox"/>	Traffic	Using ad ...	\$912.78	Ongoing	157,841	\$5.78	616	\$1.48	0.39%	1,822	1.15%	\$0.50	22
<input type="checkbox"/>	BOF [Account Name] Sales 0 - 99 CBO	\$25.00 Daily	\$2,176.09	Ongoing	60,349	\$36.06	232	\$9.38	0.38%	545	0.90%	\$3.99	4
<input type="checkbox"/>	TOF [Account Name] Conversions #3	\$100.00 Daily	\$3,312.00	Ongoing	160,921	\$20.58	1,166	\$2.84	0.72%	4,253	2.64%	\$0.78	57
<input type="checkbox"/>	TOF [Account Name] Conversions #2	\$100.00 Daily	\$52.83	Ongoing	2,464	\$21.44	11	\$4.80	0.45%	48	1.95%	\$1.10	—
<input type="checkbox"/>	Conversions	Using ad ...	\$2,097.51	Ongoing	72,254	\$29.03	240	\$8.74	0.33%	355	0.49%	\$5.91	50
<input type="checkbox"/>	DUPE Last Chance Testimonial	\$500.00 Daily	\$602.65	Ongoing	18,816	\$32.03	154	\$3.91	0.82%	457	2.43%	\$1.32	5
<input type="checkbox"/>	Dupe Last chance ads	\$700.00 Daily	\$2,133.22	Ongoing	50,700	\$42.08	162	\$13.17	0.32%	468	0.92%	\$4.56	21
<input type="checkbox"/>	TOF [Account Name] Conversions	\$100.00 Daily	\$74.51	Ongoing	4,325	\$17.23	36	\$2.07	0.83%	78	1.80%	\$0.96	—
<input type="checkbox"/>	[Account Name] WARM Conversions 7.6	\$100.00 Daily	\$902.14	Ongoing	116,636	\$7.73	656	\$1.38	0.56%	1,805	1.55%	\$0.50	15
<input type="checkbox"/>	WARM Last Chance Ads \$1000/Day	\$1,250.00 Daily	\$5,300.42	Ongoing	125,310	\$42.30	446	\$11.88	0.36%	1,382	1.10%	\$3.84	58
<input type="checkbox"/>	WARM Last Chance Ads (Testimonials) \$100...	\$1,250.00 Daily	\$5,306.81	Ongoing	152,110	\$34.89	660	\$8.04	0.43%	1,996	1.31%	\$2.66	57
<input type="checkbox"/>	MOF [Account Name] 0 - 21	Using ad ...	\$2,202.92	Ongoing	47,628	\$46.25	158	\$13.94	0.33%	707	1.48%	\$3.12	3
> Results from 62 campaigns Excludes deleted items			\$176,065.34 Total Spent		15,048,418 Total	\$11.70 Per 1,000 Im...	54,217 Total	\$3.25 Per Action	0.36% Per Impre...	150,754 Total	1.00% Per Impre...	\$1.17 Per Click	1,416 Total

Want to see how we can help you with your next launch?

Set up a free strategy call here: www.sarahmaeives.com/schedule