

SARAH MAE IVES SOCIAL MEDIA
INC.

ADS CLIENT CASE STUDY

ONLINE BUSINESS
COACH

1.2 MILLION DOLLAR
LAUNCH ON 24K AD
SPEND DEC 2020

Results:

Spent \$24,000 over a three week period to net 1.2 million dollars
in sales in less than 30 days

Yielded 3-day challenge opt-ins under a \$2

Sold \$200,000 of high-ticket back end sales

Sold 1 million dollars of \$997 business program

ROAS of over 40X

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-\$497.

Client recently developed a new program with the price tag of \$997 (sold \$1,000,000), plus a mastermind upsell of \$30,000 (sold ~200,000).

The ads strategy encompassed a 3-tiered system of spending \$10,000 in lead generation for a new 3-day challenge, plus retargeting at middle of funnel and bottom of funnel to drive sales.

Goal

To successfully launch client's new \$997 business program and hit a million dollars.

Accomplishments

We initially spent \$10,000 in lead generation for the 3-day challenge over a 7 day period, followed by a series of retargeting campaigns: "doors open", "last days" and "last chance." The reargeting ads spent a budget of \$14,000.

Challenges

One of the challenges we ran into with this account was the speed at which we needed to spend money but with our proprietary scaling techniques we were able to keep ad costs low and fully engage people in retargeting and to point of sale.

Looking at the numbers...

Purchases attributed in the ads manager reflect a 17X ROAS (already pretty exciting, right?!) but this does NOT account for monies recieved for payment plans nor purchases made offline for mastermind event. In total client, generated a revenue of 1.2 million.

Campaign Name contains platino X Search and filter Save Clear Nov 12, 2020 – Dec 15, 2020

Campaigns Ad Sets Ads

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

Campaign Name	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Link Clicks	Website Purchases	On-Facebook Purchases	Purchase ROAS (Return on Ad Spend)	Website Purchase ROAS (Return on Ad Spend)
<input checked="" type="checkbox"/> Reto RED8 Platino Nov #2	\$1,300.00 Daily	296 Leads	77,168	109,975	\$2.71 Per Lead	\$800.78	Ongoing	818	17	–	4.10	4.10
<input checked="" type="checkbox"/> Reto RED8 Platino Nov Live	\$200.00 Daily	620 Leads	69,899	129,983	\$1.23 Per Lead	\$762.66	Ongoing	837	72	–	29.37	29.37
<input checked="" type="checkbox"/> Reto RED8 Platino Nov	\$1,500.00 Daily	12,428 Leads	256,951	2,037,479	\$0.77 Per Lead	\$9,566.49	Ongoing	23,085	381	–	12.29	12.29
<input type="checkbox"/> Reto RED8 Platino [PUR/IMP] - Live - DUP	Using ad ...	11 Purchases	2,013	2,448	\$9.79 Per Purchase	\$107.69	Ongoing	7	11	–	17.38	17.38
<input type="checkbox"/> Platino Dupe \$3000	Using ad ...	99 Purchases	9,872	29,451	\$10.42 Per Purchase	\$1,031.54	Dec 1, 2020	135	99	–	32.00	32.00
<input type="checkbox"/> Reto RED8 Platino [PUR/IMP] - Last Chance	Using ad ...	249 Purchases	13,188	117,365	\$15.89 Per Purchase	\$3,956.01	Dec 2, 2020	694	249	–	18.88	18.88
<input type="checkbox"/> Reto RED8 Platino [PUR/IMP] - Live	Using ad ...	128 Purchases	8,908	27,949	\$7.53 Per Purchase	\$963.58	Ongoing	64	128	–	40.65	40.65
<input type="checkbox"/> Reto RED8 Platino [PUR/IMP] [ÚLTIMOS DÍAS]...	Using ad ...	208 Purchases	12,504	58,519	\$11.34 Per Purchase	\$2,358.29	Ongoing	945	208	–	24.33	24.33
<input checked="" type="checkbox"/> Reto RED8 Platino [PUR/IMP] Last Days	Using ad ...	131 Purchases	13,192	108,574	\$25.85 Per Purchase	\$3,385.95	Nov 29, 2020	570	131	–	11.21	11.21
<input checked="" type="checkbox"/> Reto RED8 Platino [PUR/IMP] Reg Open	Using ad ...	124 Purchases	12,884	95,084	\$12.91 Per Purchase	\$1,600.31	Nov 27, 2020	881	124	–	18.04	18.04
> Results from 10 campaigns ⓘ		–	266,232 People	2,716,827 Total	–	\$24,533.30 Total Spent		28,036 Total	1,420 Total	– Total	16.97 Average	16.97 Average

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

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