



## FACEBOOK & Instagram AD CASE STUDY

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### Project Service: -

The Launch Planner is a startup business planner for female entrepreneurs. It's a 6-stage launch process which helps lady entrepreneurs to make weekly & monthly business plans and make them more committed to accomplishing the milestones. This also helps in providing relevant resources, specially designed tasks, tips, tools, and templates which help them to succeed.

### Challenges: -

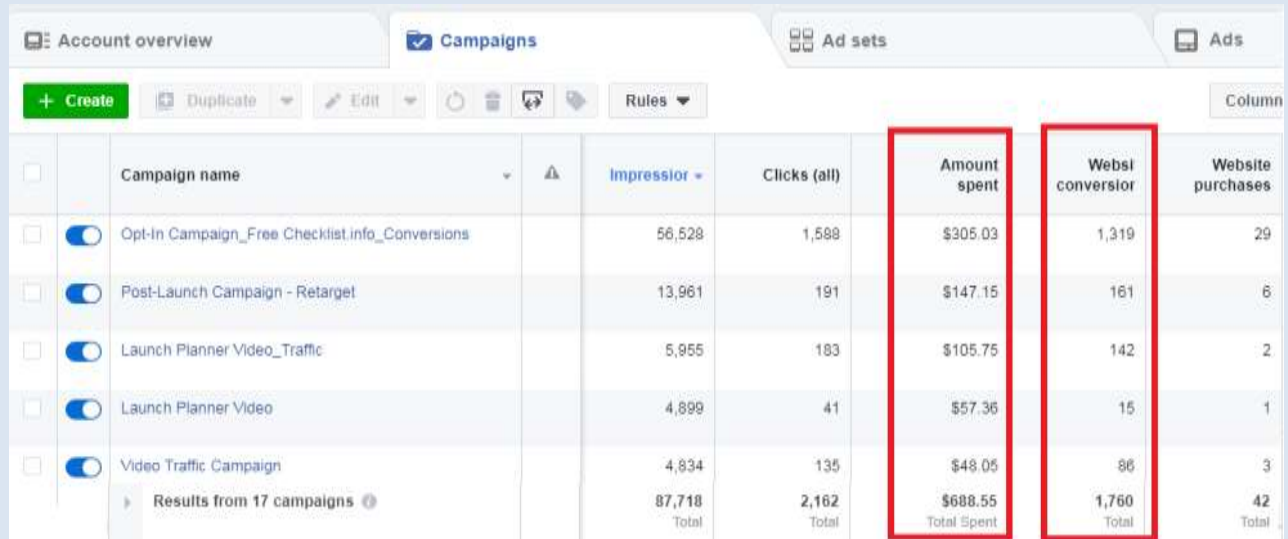
The Launch Planner Worked with a PPC management agency that managed their account. They had lower number of conversions, Very High cost per conversion and an extremely low conversion rate. Because of poor management of the PPC account, despite an increased cost per conversion, the conversion rate kept suffering.

# Challenge Statement

a. Low number of Clicks

b. High Ad Spend

c. Low Website Conversion



	Campaign name	Impressions	Clicks (all)	Amount spent	Website conversion	Website purchases
<input type="checkbox"/>	Opt-In Campaign_Free Checklist.info_Conversions	56,528	1,588	\$305.03	1,319	29
<input type="checkbox"/>	Post-Launch Campaign - Retarget	13,961	191	\$147.15	161	6
<input type="checkbox"/>	Launch Planner Video_Traffic	5,955	183	\$105.75	142	2
<input type="checkbox"/>	Launch Planner Video	4,899	41	\$57.36	15	1
<input type="checkbox"/>	Video Traffic Campaign	4,834	135	\$48.05	86	3
Results from 17 campaigns		87,718 Total	2,162 Total	\$688.55 Total Spent	1,760 Total	42 Total

Our Work:-

FaceBook Stats



**Clicks:- 5,272**  
**Imperssions:-169,521**  
**Website Conversions:- 3,697**  
**ROAS:- 103%**

After few Months Successfully Tracking Events: -

The Launch Planner (1181381518628517) **Data sources** Custom conversions Partner integrations [Create Ad](#)

Facebook pixels Last 7 days Facebook pixels [Add Data Source](#)

**The Launch Planner's Pixel** Pixel ID: 146277529413100 Last received 30 minutes ago [Details](#)

EVENTS RECEIVED **1.9k**

TOP EVENTS


- PageView
- ViewContent
- GenerateLead
- AddToCart
- InitiateCheckout

ACTIVITY

After a few months, we saw a significant increase in ROI (Return on Investment) and Conversions: -

Account overview		Campaigns		Ad sets		Ads	
+ Create		Duplicate		Edit		Rules	
Column		Campaign name	Impressions	Clicks (all)	Amount spent	Website conversions	Website purchases
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Opt-In Campaign_Free Checklist.info_Conversions	79,159	2,591	\$559.97	2,133	32
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post-Launch Campaign - Retarget	43,352	1,024	\$444.87	1,079	17
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Giveaway Contest Campaign	25,681	1,177	\$192.05	84	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Launch Planner Video_Traffic	5,955	183	\$105.75	142	2
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Launch Planner Video	4,899	41	\$57.36	15	1
▶ Results from 17 campaigns			169,521 Total	5,272 Total	\$1,503.80 Total Spent	3,697 Total	58 Total

Successfully Sell Products:-




**The Launch Planner**  
@thelaunchplanner

- Home
- Posts
- Reviews
- Photos
- Shop**
- Community
- Videos
- About
- Info and ads


Like Share Suggest Edits
Send Email Send Message

~~\$4.99~~




The Launch Planner™ : July 20...  
\$38.99

~~\$69.00 was \$78.00~~




The Launch Planner™ 2018 (Be...  
\$38.99 was \$58.00

~~\$78.00~~




The Launch Planner™ 2018 (Be...  
\$28.99 was \$58.00


~~\$12.99~~




The Launch Planner™ 2018 (Be...  
\$26.99 was \$58.00




The Launch Planner™ 2018 (Be...  
\$38.99 was \$58.00



The Launch Planner™ 2018 (Be...  
\$26.99 was \$58.00



The "Get It Done" Large Tote B...  
\$9.99



The Launch Planner™ 2018 (Be...  
\$38.99 was \$58.00

## Compression Of Our Work in Conversions

Below you can see the progress in Reach on monthly basis.

				Reach ←
14/07/2018 – 12/08/2018	14/06/2018 – 13/07/2018	Change	Change (%)	
20,236	—	—	—	
16,376	18,073	-1,697	▼ 9.39%	
2,090	13,388	-11,298	▼ 84.39%	
839	2,347	-1,508	▼ 64.25%	
—	—	—	—	
<b>41,200</b> People	<b>30,913</b> People	<b>10,287</b> People	<b>▲ 33.28%</b> People	