

\$2.16M+ In Ad Spend in the Legal niche with 9X PROFIT

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\$1.8M+ In Ad Spend in the Legal niche with X7.5 PROFIT

+ Y Add filter Search Segment Columns Reports Download Expand More												
Campaign	Optimization score	Campaign type	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Bid strategy type	Conv. rate	Conversion	Cost / conv.	
Total: Campaigns in your current workspace	—		84,082,856	10,156,421 clicks, engagements, views	12.08%	\$0.18	\$1,857,667...		0.10%	10,620.00	\$174.92	
SB LH Camp Lejeune - Database MaxComp-Discovery	—	Discovery	209,525	13,876 clicks, engagements	6.62%	\$0.11	\$1,560.97	Maximize conversions	0.19%	27.00	\$57.81	
SK V2 Camp Lejeune - Breaking news - US - 45+ - CPA \$120	—	Video	606,452	320,521 engagements	52.85%	\$0.12	\$37,475.95	Target CPA	0.15%	466.00	\$80.42	
SB V4 Camp Lejeune - Short Database - US - 45+ - CPA \$120	—	Video	2,445,428	402,152 engagements	16.45%	\$0.18	\$72,221.75	Target CPA	0.21%	839.00	\$86.08	
SB V2 Camp Lejeune - Breaking news - US - 45+ - CPA \$120	—	Video	1,417,602	643,137 engagements	45.37%	\$0.14	\$90,394.88	Target CPA	0.15%	966.00	\$93.58	
SB V2 Camp Lejeune - Long Database - US - 45+ - CPA \$120	—	Video	708,118	248,233 engagements	35.06%	\$0.19	\$47,266.06	Target CPA	0.19%	484.00	\$97.66	
SB LH Camp Lejeune - Database - PV Audience - Discovery - TCPA \$100	—	Discovery	691,870	16,189 clicks, engagements	2.34%	\$0.35	\$5,717.53	Target CPA	0.33%	53.00	\$107.88	
SB V2 Camp Lejeune - Database - Discovery	—	Discovery	333,464	3,291 clicks, engagements	0.99%	\$0.35	\$1,160.76	Maximize conversions	0.30%	10.00	\$116.08	

Campaign status: All
 Ad group status: All
 Campaign type: Search
 Add filter
 Reset

+ Y Add filter Search Segment Columns Reports Download Expand More												
Campaign	Optimization score	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost	Bid strategy type	Conv. rate	Conversion		
6/7-Camp Lejeune- claim+lawyers	—	Search	3,448	28,627	12.04%	\$7.26	\$25,019.18	Target CPA	5.73%	197.67		
6/7-Camp Lejeune- claim+lawyers New Ad Groups inside of a Campaign	—	Search	1,673	21,998	7.61%	\$12.55	\$21,000.97	Target CPA	8.28%	138.58		
4-7/Camp Lejeune KW-Camp Lejeune lawsuit	—	Search	1,303	12,895	10.10%	\$11.99	\$15,619.79	Maximize conversions (Target CPA)	6.83%	89.00		
4-7/Camp Lejeune KW-Camp Lejeune lawsuit Broad + Smart Bidding	—	Search	20,919	196,411	10.65%	\$9.34	\$195,355.39	Maximize conversions (Target CPA)	5.17%	1,081.26		
Camp Lejeune- database	—	Search	8,695	145,540	5.97%	\$21.98	\$191,135.63	Maximize conversions (Target CPA)	10.43%	907.31		
6/7-Camp Lejeune- claim+lawyers	—	Search	7,944	282,056	2.82%	\$24.16	\$191,900.44	Maximize conversions (Target CPA)	8.14%	647.00		
4-7/Camp Lejeune KW-Camp Lejeune lawsuit	—	Search	12,423	159,014	7.81%	\$14.22	\$176,688.14	Maximize conversions (Target CPA)	4.42%	549.00		
4-7/Camp Lejeune KW-Camp Lejeune lawsuit Broad + Smart Bidding Camp Lejeune	—	Search						Maximize conversions (Target CPA)				
6/7-Camp Lejeune- claim+lawyers	—	Search						Maximize conversions (Target CPA)				
6/7-Camp Lejeune- claim+lawyers Testing Broads + Smart Bidding	—	Search						Maximize conversions (Target CPA)				
Total: Campaigns in your current workspace	—		56,405	846,541	6.66%	\$14.48	\$816,719.54		6.40%	3,609.82		
Total: Account	—		517,530	84,082,856	0.62%	\$3.59	\$1,857,667...		0.10%	10,620.00		

High Ticket B2B SaaS with X10 PROFIT



Optimization score	Campaign type	Impr.	↓ Interac	Interaction rate	Avg. cost	Cost	Avg. session duration (seconds) (UA)	Bid strategy type	Participate in-app actions	Conv. rate	Conv. value	Conv. value / cost	Conversion	Cost / Participate in-app action	Cost / conv.
—	Display	1,263,246	6,033 clicks	0.48%	€0.25	€1,488.00	27	Maximize conversions	0.00	5.11%	0.00	0.00	308.00	—	€4.83
—	Search	48,728	4,777 clicks	9.80%	€1.74	€8,309.90	116	Maximize conversions	0.00	1.51%	1,253.94	0.15	72.30	—	€114.94
91.2%	Display	1,216,816	4,179 clicks, engagements	0.34%	€0.43	€1,806.24	90	Maximize conversions	0.00	0.05%	80.00	0.04	2.00	—	€902.53
—	Search	101,649	2,286 clicks	2.25%	€1.47	€3,366.45	35	Maximize conversion value (Target ROAS)	0.00	0.79%	0.00	0.00	18.00	—	€187.02
—	Display	706,249	2,230 clicks, engagements	0.32%	€0.46	€1,023.53	31	Maximize conversions	0.00	0.00%	0.00	0.00	0.00	—	€0.00
—	Search	26,962	1,512 clicks	5.61%	€2.10	€3,175.27	34	Maximize conversion value (Target ROAS)	0.00	0.73%	0.00	0.00	11.00	—	€288.66
—	Search	18,222	532 clicks	2.92%	€3.09	€1,643.49	21	Maximize conversions	0.00	1.13%	62.00	0.04	6.00	—	€273.92
—	Search	5,918	292 clicks	4.93%	€1.54	€448.49	32	Maximize conversions (Target CPA)	0.00	0.00%	0.00	0.00	0.00	—	€0.00
—	Display	21,836	60 clicks	0.27%	€0.41	€24.81	33	CPC (enhanced)	0.00	1.67%	0.00	0.00	1.00	—	€24.81
—	Search	1,235	59 clicks	4.78%	€5.38	€317.42	111	Maximize conversions	0.00	1.69%	0.00	0.00	1.00	—	€317.42
—	Search	1,391	38 clicks	2.73%	€1.96	€74.45	108	Maximize conversion value (Target ROAS)	0.00	0.00%	0.00	0.00	0.00	—	€0.00
—	Search	338	32 clicks	9.47%	€4.07	€130.23	174	Maximize conversion value (Target ROAS)	0.00	3.13%	0.00	0.00	1.00	—	€130.23

High-Ticket Tech Product Company 10X PROFIT in the first month



Case Studies - Google Ads & Facebook Ads

▼ Solar

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

Search and filter Lifetime: Aug 28, 2020 - Nov 6, 2020

Ad Sets

View Setup Reports

	Campaign Name	Delivery	Results	Reach	Frequency	Cost per Result	Budget	Amount Spent	Ends
	Texas Solar Lead Generation	Active	190 On Facebook...	61,430	2.84	\$15.27 Per On Face...	\$75.00 Daily	\$2,901.95	Ongoing
	Texas Solar Lead Generation 12	Off	35 On Facebook...	16,289	1.75	\$16.55 Per On Face...	\$50.00 Daily	\$579.23	Ongoing
	Results from 2 campaigns		225 On Facebook...	64,982 People	3.12 Per Person	\$15.47 Per On Face...		\$3,481.18 Total Spent	

Ads Manager [Account Name] Updated just now Discard Drafts Review and Publish

Search business

281 Solar Leads @ \$20.97 per Lead

Clear Lifetime: Jun 20, 2019 - Jul 25, 2019

Account Overview Campaigns Ad Sets Ads

View Setup Columns: Custom Breakdown Reports

	Campaign Name	Delivery	Results	Reach	Frequency	Cost per Result	Budget	Amount Spent	Ends	Impressions	CPI
	[Redacted] New Interests	Active	26 Leads (Form)	3,742	1.81	\$13.84 Per Lead (F...	\$20.00 Daily	\$359.88	Ongoing	6,791	
	[Redacted]	Active	60 Leads (Form)	10,110	2.54	\$22.82 Per Lead (F...	\$70.00 Daily	\$1,369.35	Ongoing	25,697	
	[Redacted] Solar Solar Leads	Active	46 Leads (Form)	23,263	1.90	\$25.18 Per Lead (F...	\$55.00 Daily	\$1,158.14	Aug 3, 2019	44,253	
	[Redacted]	Active	11 Leads (Form)	3,574	1.38	\$18.74 Per Lead (F...	\$20.00 Daily	\$206.12	Ongoing	4,923	
	[Redacted] Solar	Active	62 Leads (Form)	11,467	1.98	\$22.81 Per Lead (F...	\$50.00 Daily	\$1,402.08	Ongoing	22,741	
	[Redacted]	Active	36 Leads (Form)	8,303	2.38	\$21.10 Per Lead (F...	\$30.00 Daily	\$759.76	Ongoing	19,798	
	[Redacted]	Active	40 Leads (Form)	6,461	1.83	\$15.90 Per Lead (F...	\$50.00 Daily	\$636.07	Ongoing	11,798	
	Results from 7 campaigns		281 Leads (Form)	48,494 People	2.80 Per Person	\$20.97 Per Lead (F...		\$5,891.36 Total Spent		135,959 Total	Per 1,000

Updated just now Discard Drafts Review and Publish

Search Filters Campaigns: (10) X **127 Solar Leads @ \$16.88 per Lead in less than a month** Clear Lifetime: Jun 20, 2019 - Aug 16, 2019

Account Overview Campaigns Ad Sets 1 selected Ads 1 selected

+ Create Duplicate Edit Rules View Setup Columns: Custom Breakdown Reports

	Campaign Name	Delivery	Results	Frequency	Cost per Result	Budget	Amount Spent	Ends	Impressions
☒	Solar [REDACTED]	Active	17 Leads	4,206	1.27	\$5.12 Per Lead	\$30.00 Daily	Ongoing	5,350
☒	Energy [REDACTED]	Active	8 Leads	3,703	1.38	\$27.23 Per Lead	\$50.00 Daily	Ongoing	5,094
☒	Solar [REDACTED]	Active	14 Leads	3,394	1.50	\$5.63 Per Lead	\$50.00 Daily	Ongoing	5,099
☒	Solar [REDACTED]	Active	12 Leads	1,888	1.32	\$6.75 Per Lead	\$50.00 Daily	Ongoing	2,488
☒	[REDACTED]	Active	10 Leads	5,556	2.23	\$27.10 Per Lead	\$50.00 Daily	Ongoing	12,364
☒	[REDACTED]	Active	15 Leads	9,154	1.64	\$24.33 Per Lead	\$50.00 Daily	Ongoing	15,045
☒	[REDACTED]	Active	13 Leads	8,908	1.45	\$27.17 Per Lead	\$50.00 Daily	Ongoing	12,953
☒	[REDACTED]	Active	21 Leads	18,332	1.34	\$21.23 Per Lead	\$50.00 Daily	Ongoing	24,515
Results from 10 campaigns			127 Leads	56,287 People	1.53 Per Person	\$16.88 Per Lead	\$2,144.30 Total Spent		91,619 Total

Updated just now Discard Drafts Review and Publish

Search Filters Campaigns: (2) X **94 Solar Leads @ \$23.84 per Lead** Clear Lifetime: Jun 20, 2019 - Aug 16, 2019

Account Overview Campaigns Ad Sets Ads

+ Create Duplicate Edit Rules View Setup Columns: Custom Breakdown Reports

	Campaign Name	Delivery	Results	Frequency	Cost per Result	Budget	Amount Spent	Ends	Impressions
☒	Solar [REDACTED]	Active	10 Leads (Form)	2,470	2.18	\$14.11 Per Lead (Form)	\$300.00 Lifetime	Aug 30, 2019	5,373
☒	[REDACTED]	Active	84 Leads (Form)	15,752	2.61	\$24.99 Per Lead (Form)	\$85.00 Daily	Ongoing	41,142
Results from 2 campaigns			94 Leads (Form)	18,222 People	2.55 Per Person	\$23.84 Per Lead (Form)	\$2,241.09 Total Spent		46,533 Total

▼ Property Advisor

Updated just now Discard Drafts Review and Publish

Search Filters Campaigns: (11) X **81 Leads @ \$10.73 per Lead in 30 Days for a Property Advisor** Clear Feb 16, 2020 - Mar 16, 2020

Account Overview Campaigns Ad Sets Ads

+ Create Duplicate Edit Rules View Setup Columns: Performance and Clicks Breakdown Reports

	Campaign Name	Delivery	Results	Reach	Frequency	Cost per Result	Budget	Amount Spent	Ends	Impressions	CPM (Cost per 1,000 Impressions)	Link Clicks
☒	Investment Campaign - LLA 8-10% - Breaking Ne...	Active	35 On-Facebook	9,787	1.29	\$4.44 Per On-Fac...	\$30.00 Daily	\$155.57	Ongoing	12,625	\$12.32	
☒	Investment Campaign - LLA 4-7% - Breaking Ne...	Active	9 On-Facebook	4,893	1.24	\$8.77 Per On-Fac...	\$40.00 Daily	\$79.95	Ongoing	6,008	\$12.97	
☒	Investment Campaign - LLA 1-3% - Breaking ne...	Active	— On-Facebook	1,649	1.03	— Per On-Fac...	\$30.00 Daily	\$24.92	Ongoing	1,698	\$14.68	
☒	Investment Campaign - Lead G - Breaking New...	Active	4 On-Facebook	2,134	1.07	\$6.96 Per On-Fac...	\$30.00 Daily	\$27.83	Ongoing	2,283	\$12.19	
☒	Investment Campaign - LLA 8-10%	Active	1 On-Facbo...	1,261	1.10	\$14.10 Per On-Fac...	\$30.00 Daily	\$14.10	Ongoing	1,370	\$10.98	
☒	Investment Campaign - LLA 4-7%	Active	1 On-Facbo...	1,333	1.11	\$17.99 Per On-Fac...	\$40.00 Daily	\$17.99	Ongoing	1,484	\$12.12	
☒	Investment Campaign - LLA 1-3%	Active	2 On-Facbo...	825	1.10	\$6.42 Per On-Fac...	\$30.00 Daily	\$12.83	Ongoing	908	\$14.13	
Results from 11 campaigns			81 On-Facbo...	33,115 People	1.81 Per Person	\$10.73 Per On-Fac...	\$889.45 Total Spent			58,821 Total	\$14.53 Per 1,000 Im	2,173 Total

▼ Personal Injury

business.facebook.com/admanager/manage/campaigns

Updated just now

We're removing some detailed targeting options. Some interests, demographics and behaviours are being discontinued. [Learn more](#) [See Affected Ad Sets](#)

Objectives is Conversions x **1,635 Personal Injury Leads in Australia @ \$42.93/Lead** [Save](#) [Clear](#) Maximum: 10 Sep 2019-21 Jul 2022

Campaigns **Ad sets** **Ads**

[+ Create](#) [Duplicate](#) [Edit](#) [Rules](#)

Off/On	Campaign	Delivery	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Impressions
☒	Maximum Compensation - Conversion	Active	7-day click or...	405 Website leads	206,801	9.76	\$32.75 Per Lead	\$100.00 Daily	\$13,265.25	Ongoing	7771
☒	Bid Cap & Cost Cap Testing	Off	7-day click or...	221 Website leads	341,996	2.41	\$46.83 Per Lead	Using ad set...	\$12,689.77	Ongoing	8242
☒	Typeform - Mixed X-ray - Conversion	Off	7-day click or...	253 Website leads	292,395	2.89	\$53.76 Per Lead	\$200.00 Daily	\$13,707.56	Ongoing	8442
☒	Typeform - 360 Bid - LLA + Interests - PI X-ray	Off	7-day click or...	704 Website leads	687,228	3.64	\$43.37 Per Lead	\$160.00 Daily	\$10,529.40	Ongoing	24993
	Results from 4 campaigns		7-day click or...	1,635 Website leads	986,000 People	5.01 Per Person	\$42.93 Per Lead		\$70,191.98 Total Spent		4,944

Campaigns **Ad sets** **Ads**

[+ Create](#) [Duplicate](#) [Edit](#) [Rules](#)

View Setup [Columns: Custom](#) [Breakdown](#) [Reports](#)

	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent
☒	Bully Method - \$80 Bid - LLA + Interests - N...	Active	Bid cap	\$70.00 Daily	51 On-Facebook	50,916	93,432	\$22.85 Per On-Fac...	\$1,165.54
☒	Bully Method - \$80 Bid - LLA + Interests - Ne...	Active	Bid cap	\$70.00 Daily	103 On-Facebook	105,506	182,197	\$16.00 Per On-Fac...	\$1,647.94
☒	CMC - Retargeting - Lead G. - x-Ray	Active	Lowest cost	\$10.00 Daily	33 On-Facebook	4,624	41,943	\$27.82 Per On-Fac...	\$917.95
☒	Best Perf. - Bid \$80- New Creatives - Lead ...	Off	Bid cap	\$1,200.00 Lifetime	9 On-Facebook	10,052	18,128	\$51.85 Per On-Fac...	\$460.68
☒	Best Perf. - Bid \$80- New Creatives - Lead G.	Off	Lowest cost	\$1,200.00 Lifetime	3 On-Facebook	4,324	5,801	\$40.41 Per On-Fac...	\$139.22
☒	CMC - New Retargeting - Lead G.	Off	Lowest cost	\$10.00 Daily	On-Facebook	672	1,589	Per On-Fac...	\$41.62
☒	Bid \$80 - Best Performers - Copy	Off	Bid cap	\$60.00 Daily	21 On-Facebook	55,744	72,643	\$34.04 Per On-Fac...	\$714.80
☒	Bid \$80 - Best Performers - wrong bid	Off	Lowest cost	\$60.00	1 On-Facebook	13,520	14,916	\$155.20 Per On-Fac...	\$155.20
	Results from 86 campaigns				1,286 On-Facebook	586,764 People	2,973,519 Total	\$34.88 Per On-Fac...	\$48,089.01 Total Spent

Lowyers (371648400178028)

Updated just now

[Clear](#) **Sep 22, 2019 - Nov 6, 2019**

Account Overview **Campaigns** **Ad Sets for 1 Campaign** **Ads for 1 Campaign**

[+ Create](#) [Duplicate](#) [Edit](#) [Rules](#)

View Setup [Columns: Custom](#) [Breakdown](#) [Reports](#)

	Campaign Name	Delivery	Results	Reach	Frequency	Cost per Result	Budget	Amount Spent	Ends	Impressions	CPM (Cost per 1,000 Impressions)
☒	Public Liability NSW - Lead generation	Active	7 Leads (Form)	8,038	1.30	\$29.10 Per Lead (...	\$50.00 Daily	\$203.72	Ongoing	10,472	\$19.45
☒	Retargeting Lead Form	Active	7 Leads (Form)	644	4.45	\$15.21 Per Lead (...	Using ad se...	\$105.49	Ongoing	2,865	\$37.17
☒	Lead Generation - Copy	Active	127 Leads (Form)	78,144	2.55	\$35.39 Per Lead (...	Using ad set b...	\$4,495.04	Ongoing	199,488	\$22.53
	Results from 3 campaigns		141 Leads (Form)	83,217 People	2.55 Per Person	\$34.08 Per Lead (Fo...		\$4,805.25 Total Spent		112,825 Total Per 1,000 Im...	\$22.58

Law's Ad Account (23209173...)

Updated just now

Oct 18, 2019 - Nov 4, 2019

Account Overview Campaigns Ad Sets Ads

Columns: Custom Breakdown Reports

Campaign Name	Delivery	Results	Reach	Frequency	Cost per Result	Budget	Amount Spent	Ends	Impressions	CPM (Cost per 1,000 Impressions)
Advocate - No Win No Fee Pica - CBO	Active	5 Leads (Form)	4,605	1.25	\$29.10 Per Lead (Form)	\$30.00 Daily	\$145.48	Ongoing	5,745	\$25.32
Law - Lead Generation - Ontario	Active	34 Leads (Form)	14,239	2.08	\$21.41 Per Lead (Form)	Using ad set b	\$727.91	Ongoing	29,579	\$24.61
Results from 2 campaigns		39 Leads (Form)	18,088 People	1.95 Per Person	\$22.39 Per Lead (Form)		\$873.39 Total Spent		35,324 Total	\$24.73 Per 1,000 Im.

▼ Loans

Ads Manager

Search business

Updated just now

84 Leads @ \$23.73/ Lead for a Lender in 32 Days

Apr 19, 2019 - May 21, 2019

Account Overview Campaigns Ad Sets 1 selected Ads for 1 Ad Set

Columns: Performance and Clicks Breakdown Reports

Campaign Name	Delivery	Results	Reach	Frequency	Cost per Result	Budget	Amount Spent	Ends
Equipment Funding - Conversions - Doctors	Active	— Lead	204	1.31	— Per Lead	\$20.00 Daily	\$10.84	Ongoing
Construction Equipment - Conversions	Active	5 Leads	1,849	1.71	\$19.01 Per Lead	\$20.00 Daily	\$95.07	Ongoing
Equipment - Conversions	Active	13 Leads	4,155	2.02	\$23.99 Per Lead	\$45.00 Daily	\$311.78	Ongoing
Broad Business w/o Subprime	Active	21 Leads	2,421	2.27	\$12.28 Per Lead	\$15.00 Daily	\$257.98	Ongoing
Restaurants - Conversions - US - Cash Advance T	Active	19 Leads	6,144	1.71	\$31.55 Per Lead	\$10.00 Daily	\$599.47	Ongoing
Equipment - Conversions - Broad	Inactive	— Lead	2,581	1.20	— Per Lead	\$15.00 Daily	\$65.68	Ongoing
Results from 11 campaigns		84 Leads	16,720 People	2.63 Per Person	\$23.73 Per Lead		\$1,993.51 Total Spent	

https://business.facebook.com/adsmanager/manage/campaigns?act=1635762850087552&business_id=1635543040109533...

Ads Manager

Search business

Updated just now

16 Leads in 4 Days for a Loan Officer

Apr 29, 2019 - May 2, 2019

Account Overview Campaigns 1 selected Ad Sets for 1 Campaign Ads for 1 Campaign

Columns: Performance and Clicks Breakdown Reports

Campaign Name	Delivery	Results	Reach	Frequency	Cost per Result	Budget	Amount Spent	Ends
New Conversions	Active	16 Leads	2,134	1.60	\$9.69 Per Lead	\$60.00 Daily	\$155.11	Ongoing
Results from 1 campaign		16 Leads	2,136 People	1.60 Per Person	\$9.69 Per Lead		\$155.11 Total Spent	

▼ Business Loans

business.facebook.com/admanager/manage/campaigns

Updated just now

Discard Drafts Review and Publish

Campaigns is 23 selected Search and filter

\$10,902 Business Loan leads in Australia @ \$25.44

Save Clear Maximum: 4 Nov 2020-21 Jul 2022

Columns Breakdown Reports

Off/On	Campaign	Delivery	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Impressions
☒	Business Relief - Small Business Relief - Mixe...	Active	7-day click or ...	710 Website leads	213,320	2.38	\$21.41 Per Lead	\$90.00 Daily	\$11,204.05	Ongoing	507
☒	LH - Business Relief - Zip Code Images - Mixe...	Active	7-day click or ...	632 Website leads	196,745	1.96	\$22.71 Per Lead	\$120.00 Daily	\$9,812.63	Ongoing	307
☒	Business Relief - Zip Code Images - Mixed Ta...	Active	7-day click or ...	1,504 Website leads	375,666	3.27	\$19.26 Per Lead	\$160.00 Daily	\$28,974.06	Ongoing	1,221
☒	Business Relief - Zip Code Images w/o BN - ...	Off	7-day click or ...	278 Website leads	89,568	2.40	\$20.86 Per Lead	\$80.00 Daily	\$5,798.95	Ongoing	214
☒	Bid Cap & Cost Cap - Mixed Angles and Targe...	Off	7-day click or ...	2,961 Website leads	927,599	3.00	\$28.12 Per Lead	Using ad set bu...	\$83,265.56	Ongoing	2,775
☒	Quick Funding - 3 Ad Sets - Bid Cap \$60	Off	7-day click or ...	134 Website leads	35,820	2.25	\$38.48 Per Lead	\$90.00 Daily	\$5,156.73	Ongoing	807
☒	Business Funding - Bid Cap \$90 - Lookalike - ...	Off	7-day click or ...	212 Website leads	80,472	2.03	\$40.63 Per Lead	\$80.00 Daily	\$8,614.35	Ongoing	163
☒	Business Funding - Bid Cap \$60 - Youtube Vid...	Off	7-day click or ...	56 Website leads	21,329	1.87	\$31.33 Per Lead	\$74.34 Daily	\$1,754.41	Ongoing	393
☒	Business Funding - Bid Cap \$90 - Lookalike - ...	Off	7-day click or ...	107 Website leads	38,771	3.19	\$45.31 Per Lead	\$80.00 Daily	\$4,848.46	Ongoing	841
☒	L3 - Retargeting	Off	7-day click or ...	124 Website leads	6,366	9.82	\$37.81 Per Lead	\$30.00 Daily	\$4,589.06	Ongoing	627
☒	L2 - ABO - Leads Mixed Creatives - Open Targ...	Off	7-day click or ...	161 Website leads	91,504	2.16	\$62.28 Per Lead	Using ad set bu...	\$5,956.58	Ongoing	1927
☒	Business Funding - Bid Cap \$60 - Lookalike - ...	Off	7-day click or ...	127 Website leads	72,986	1.88	\$29.47 Per Lead	\$160.00 Daily	\$3,743.23	Ongoing	1377
Results from 23 campaigns				10,902 Website leads	1,657,827 People	5.77 Per Person	\$25.44 Per Lead		\$277,398.81 Total Spent		9,362

Campaigns

Updated just now

Discard Drafts Review and Publish

Campaign Delivery is Active and 5 more Attribution Setting is 7-day click or 1-day view or 7-da...

Save Clear Lifetime: Nov 4, 2020 - Apr 9, 2021

Search and filter

Resource Center Campaigns Ad Sets Ads

Create Duplicate Edit A/B Test Rules View Setup Reports

On / Off	Campaign Name	Leads	Reach	Impressions	Cost per Result	Amount Spent	Ends
☒	Business Funding - Lookalike - Youtube Videos	259	66,464	158,922	\$17.82 Per Lead	\$4,613.50	Ongoing
☒	Business Funding - Bid Cap \$60 - Youtube Vid...	291	58,639	147,946	\$15.84 Per Lead	\$4,608.42	Ongoing
☒	Business Funding - Lookalike - Mixes Ads	162	92,875	178,737	\$24.86 Per Lead	\$4,027.19	Ongoing
☒	Business Funding - Bid Cap \$60 - Best Ad Set...	950	272,988	924,050	\$19.96 Per Lead	\$18,964.11	Ongoing
☒	Business Loans - Image Variations - Bid Cap ...	39	15,401	27,549	\$24.17 Per Lead	\$942.08	Ongoing
☒	Business Funding - Lookalike - Yellow Quick F...	88	28,208	64,554	\$23.05 Per Lead	\$2,028.43	Ongoing
☒	Business Funding - Bid Cap \$60 - Yellow Quic...	—	1,694	2,062	— Per Lead	\$95.62	Ongoing
☒	Business Funding - Bid Cap \$23 - Best Perfo...	1	678	732	\$12.95 Per Lead	\$12.95	Ongoing
☒	Business Funding - Cost Cap \$23 - Best Perfo...	1	608	641	\$24.29 Per Lead	\$24.29	Ongoing
☒	New Images Campaign Test - Mixed Targeting	8	10,570	15,597	\$35.82 Per Lead	\$286.58	Ongoing
Results from 18 campaigns		2,148 Total	407,530 People	1,882,612 Total	\$20.62 Per Lead	\$44,292.21 Total Spent	

Campaigns [Redacted] Updated just now Discard Drafts Review and Publish

Campaigns is 2 selected Search and filter Save Clear Lifetime: Jan 6, 2021 – Apr 9, 2021

Resource Center Campaigns 2 Selected Ad Sets for 2 Campaigns Ads for 2 Campaigns

+ Create Duplicate Edit Rules View Setup Reports

	Campaign Name	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
☒	#2 NEW - Car Loans - Lookalike - Image Set 2	56 Leads	15,599	27,876	\$13.29 Per Lead	\$744.00	Ongoing
☒	NEW - Car Loans - LLA Test Campaign	195 Leads	62,031	166,586	\$15.75 Per Lead	\$3,071.09	Ongoing
	Results from 2 campaigns	251 Leads	71,585 People	194,462 Total	\$15.20 Per Lead	\$3,815.09 Total Spent	

▼ Insurance

Campaigns [Redacted] Updated just now Discard Drafts Review and Publish

Objectives is Conversions Attribution Setting is 7-day click or 1-day view Search and filter Save Clear Maximum: Feb 24, 2021 – Sep 23, 2021

Resource Center Campaigns Ad Sets Ads

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

	Off / On	Campaign Name	Results	Reach	Frequency	Cost per Result	Budget	Amount Spent
☒	☒	[Cost Cap £16] Mixed Images - Short Copy - O...	444 Website Leads	198,441	2.71	£14.23 Per Lead	£280.00 Daily	£6,316.02
☒	☒	[Cost Cap £16] Mixed Images - Long Copy - O...	140 Website Leads	104,569	1.90	£15.66 Per Lead	£35.39 Daily	£2,191.71
☒	☒	[Bid Cap \$50] Multiple Images - Open Targeti...	47 Website Leads	44,004	1.51	£17.99 Per Lead	£40.00 Daily	£845.61
☒	☒	[Bid Cap \$60] Multiple Images - Open Targeting	71 Website Leads	72,651	1.62	£17.41 Per Lead	£40.96 Daily	£1,236.29
☒	☒	[Bid Cap \$40] Multiple Images - Open Targeti...	Website Lead	2,737	1.29	Per Lead	£50.00 Daily	£52.04
☒	☒	[Bid Cap \$40] Multiple Images - Open Targeting	25 Website Leads	28,958	1.44	£17.08 Per Lead	£50.00 Daily	£426.98
☒	☒	[Bid Cap \$30] Multiple Images - Open Targeting	Website Lead	4,811	1.06	Per Lead	£50.00 Daily	£59.61
☒	☒	Simple Collage Images - 3 Interests + Open T...	17 Website Leads	16,757	1.48	£19.50 Per Lead	£64.00 Daily	£331.57
☒	☒	Collage Images - 3 Interests + Open Targeting	65 Website Leads	38,161	1.71	£16.85 Per Lead	£40.00 Daily	£1,095.33
☒	☒	White Bar and Breaking News - Life Insurance...	Website Lead	3,188	1.04	Per Lead	£50.00 Daily	£27.49
		Results from 16 campaigns	1,213 Website Leads	517,971 People	3.09 Per Person	£15.65 Per Lead		£18,983.38 Total Spent

business.facebook.com/admanager/manage/campaigns

17,377 Hurricane Ida Insurance Claim Leads in only 6 months, with a 50% CPL reduction compared to previous client efforts.

Off/On	Campaign	Delivery	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Impressions
	Max Conversion - Hurricane IDA - Louisiana - LH	Active	7-day click or ...	3,846 Website leads	875,645	3.61	\$36.18 Per Lead	\$3,700.00 Daily	\$66,788.54	Ongoing	3,157,...
	LH - Bid Cap & Cost Cap - Relief Angle - Mixed...	Active	7-day click or ...	12,914 Website leads	3,240,825	10.64	\$64.83 Per Lead	Using ad set bu...	\$826,902.70	Ongoing	35,081,...
	Bid(\$340) - Hurricane IDA - Louisiana - LH	Off	7-day click or ...	Website lead...	—	—	—	\$1,500.00 Daily	\$0.00	Ongoing	
	Bid(\$270) - Hurricane IDA - Louisiana - LH	Off	7-day click or ...	Website lead...	—	—	—	\$1,500.00 Daily	\$0.00	Ongoing	
	LH - Bully Method - Winners - Relief Angle - Mi...	Off	7-day click or ...	132 Website leads	367,617	1.53	\$117.76 Per Lead	\$1,299.00 Daily	\$15,544.45	Ongoing	563,...
	LH - Hurricane IDA - Mixed Images	Off	7-day click or ...	2,130 Website leads	1,548,769	3.40	\$53.34 Per Lead	Using ad set bu...	\$114,898.85	Ongoing	5,268,...
	Bid Cap & Cost Cap - Relief Angle - Mixed ima...	Off	7-day click or ...	231 Website leads	291,263	1.40	\$26.94 Per Lead	Using ad set bu...	\$6,222.99	Ongoing	407,...
	DB - TF Lander - Open Targeting - Zip Codes - ...	Off	7-day click or ...	32 Website leads	62,513	1.52	\$64.33 Per Lead	Using ad set bu...	\$1,745.99	Ongoing	94,...
	DB - NDCP - LLA 1% Website Leads - TF Land...	Off	7-day click or ...	13 Website leads	24,687	1.34	\$61.24 Per Lead	Using ad set bu...	\$796.13	Ongoing	33,...
	DB - NDCP - LLA 5% Leads List - CBO	Off	7-day click or ...	Website lead...	4,637	1.13	—	\$190.00 Daily	\$121.32	Ongoing	5,...
	DB - NDCP - LLA 10% Website Leads - CBO	Off	7-day click or ...	22 Website leads	35,072	1.43	\$67.99 Per Lead	Using ad set bu...	\$1,495.67	Ongoing	50,...
	DB - NDCP - LLA 3-5% Website Leads - CBO	Off	7-day click or ...	13 Website leads	43,513	1.36	\$56.31 Per Lead	Using ad set bu...	\$1,254.62	Ongoing	59,...
	Results from 14 campaigns		7-day click or ...	17,377 Website leads	4,035,852 People	11.99 Per Person	\$59.78 Per Lead		\$1,038,752.61 Total Spent		44,741

▼ Financial Advisor

Campaigns

Updated just now

Search Filters Objectives: Lead generation

Save Filter Clear Lifetime: Apr 1, 2014 - Jul 26, 2020

Campaigns Ad Sets Ads

Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent
PAT-SK-Bid_Cap_\$21-FF-Collage_Images...	Active	Bid cap	\$10,000.00 Lifetime	21 On-Facebo...	4,235	5,437	\$10.68 Per On-Fac...	\$223.84
FIP-SK-Bid_Cap_\$10-Collage_Images+Pee...	Active	Bid cap	\$9,000.00 Lifetime	5 On-Facebo...	726	841	\$8.00 Per On-Fac...	\$40.00
PAT-SK-Bid_Cap_\$10-FF-Worried_Images...	Active	Bid cap	\$12,000.00 Lifetime	17 On-Facebo...	3,586	4,860	\$8.52 Per On-Fac...	\$144.87
MUT-SK-Bid_Cap_\$10-FF-Collage_Images...	Active	Bid cap	\$9,000.00 Lifetime	— On-Facebo...	80	71	— Per On-Fac...	\$3.93
FIP-SK-AutomicBidding-Collage_Images+P...	Active	Lowest cost	\$9,000.00 Lifetime	50 On-Facebo...	6,009	11,266	\$9.44 Per On-Fac...	\$528.57
PAT-SK-Target_Cos_\$9-FF-Collage_Image...	Active	Target cost	\$10,000.00 Lifetime	— On-Facebo...	82	84	— Per On-Fac...	\$2.24
PAT-SK-Bid_Cap_\$10-FF-Collage_Images...	Active	Bid cap	\$12,000.00 Lifetime	22 On-Facebo...	4,119	5,445	\$6.89 Per On-Fac...	\$151.57
PAT-SK-AutomaticBidding-FF-Collage_Imag...	Active	Lowest cost	\$12,000.00 Lifetime	94 On-Facebo...	12,252	21,627	\$8.65 Per On-Fac...	\$813.42
Results from 316 campaigns				43,028 On-Facebo...	1,894,388 People	7,135,014 Total	\$6.03 Per On-Fac...	\$259,357.38 Total Spent

Campaigns Updated just now Discard Drafts Review and Publish

Search Filters Objectives: Lead generation Save Filter Clear This month: Jul 1, 2020 - Jul 26, 2020

Campaigns Ad Sets Ads

+ Create Duplicate Edit A/B Test Rules 1-200 of 316 View Setup Reports

	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
	PAT-SK-Bid_Cap_S21-FF-Collage_Images-...	Active	Bid cap	\$10,000.00 Lifetime	21 On-Facebo...	4,235	5,437	\$10.00 Per On-Fac...	\$223.84	Dec 31, 2020
	FIP-SK-Bid_Cap_S10-Collage_Images+Pee...	Active	Bid cap	\$9,000.00 Lifetime	5 On-Facebo...	720	841	\$8.00 Per On-Fac...	\$40.00	Dec 31, 2020
	PAT-SK-Bid_Cap_S10-FF-Warried_Images-...	Active	Bid cap	\$12,000.00 Lifetime	17 On-Facebo...	3,588	4,860	\$8.52 Per On-Fac...	\$144.87	Dec 31, 2020
	MUT-SK-Bid_Cap_S10-FF-Collage_Images-...	Active	Bid cap	\$9,000.00 Lifetime	— On-Facebo...	80	71	— Per On-Fac...	\$3.93	Dec 31, 2020
	FIP-SK-AutomaticBidding-Collage_Images+P...	Active	Lowest cost	\$9,000.00 Lifetime	56 On-Facebo...	6,609	11,286	\$9.44 Per On-Fac...	\$528.57	Dec 31, 2020
	PAT-SK-Target_Cost_S8-FF-Collage_Imag...	Active	Target cost	\$10,000.00 Lifetime	— On-Facebo...	82	84	— Per On-Fac...	\$2.24	Dec 31, 2020
	PAT-SK-Bid_Cap_S10-FF-Collage_Images-...	Active	Bid cap	\$12,000.00 Lifetime	22 On-Facebo...	4,119	5,445	\$6.89 Per On-Fac...	\$151.57	Dec 31, 2020
	PAT-SK-AutomaticBidding-FF-Collage_Imag...	Active	Lowest cost	\$12,000.00 Lifetime	94 On-Facebo...	12,252	21,627	\$8.65 Per On-Fac...	\$813.42	Dec 31, 2020
	ROL-SK-BidCap_S10-FF-New_Images-New...	Active	Bid cap	\$9,000.00 Lifetime	170 On-Facebo...	17,283	23,719	\$3.45 Per On-Fac...	\$586.38	Dec 31, 2020
	Results from 316 campaigns				4,163 On-Facebo...	344,308 People	1,085,810 Total	\$7.27 Per On-Fac...	\$30,254.49 Total Spent	

Ads Manager Search business Updated just now Discard Drafts Review and Publish

Search Filters Campaigns: 81 121 Leads @ \$17.22 per Lead for a Financial Advisor Clear Feb 16, 2020 - Mar 16, 2020

Account Overview Campaigns Ad Sets Ads

+ Create Duplicate Edit A/B Test Rules View Setup Columns: Performance and Clicks Breakdown Reports

	Campaign Name	Delivery	Results	Reach	Frequency	Cost per Result	Budget	Amount Spent	Ends	Impressions	CPM (Cost per 1,000 Impressions)	Link Clicks
	ATO - Lookalike + Ref - Idea Imgs-AU- Lead G	Active	23 On-Facebo...	6,806	1.42	\$9.55 Per On-Fac...	\$25.00 Daily	\$219.76	Ongoing	9,889	\$22.68	
	Retargeting - Remortgage-AU- Lead Generation ...	Active	3 On-Facebo...	267	13.08	\$53.69 Per On-Fac...	\$10.00 Daily	\$161.07	Ongoing	3,357	\$47.98	
	MSH - Remortgaging - Lead G - AU - House Set...	Active	8 On-Facebo...	9,722	1.42	\$30.97 Per On-Fac...	\$20.00 Daily	\$278.77	Ongoing	13,042	\$20.14	
	MSH - Remortgaging - Lead G - House Set 1	Active	1 On-Facebo...	3,183	1.13	\$68.76 Per On-Fac...	\$20.00 Daily	\$99.76	Ongoing	3,585	\$19.46	
	MSH - Remortgaging - Lead G - AU- Russ Images	Active	20 On-Facebo...	21,249	1.52	\$27.24 Per On-Fac...	\$20.00 Daily	\$544.76	Ongoing	32,193	\$16.92	
	MSH AU - Lookalike + Refinance Quiz Imgs Lea...	Active	— On-Facebo...	—	—	— Per On-Fac...	\$50.00 Daily	\$0.00	Ongoing	—	—	
	MSH - Remortgaging - Lead G	Active	1 On-Facebo...	2,919	1.22	\$91.60 Per On-Fac...	\$50.00 Daily	\$91.60	Ongoing	3,555	\$25.77	
	Results from 8 campaigns		121 On-Facebo...	44,600 People	2.09 Per Person	\$17.22 Per On-Fac...		\$2,083.04 Total Spent		93,408 Total	\$22.30 Per 1,000 Im...	

▼ Housing Disrepair

ads.google.com/campaigns?ocid=

Google Ads All campaigns

Campaigns 6,827 Housing Disrepair Legal Leads on Youtube @ £24.36/Lead for a UK Client 7 - Jul 21, 2022

Campaign status: Enabled Add filter

Campaign	Cost	Imps	Interactions	Interaction rate	Avg. cost	Conversion	Cost / conv.	Conv. rate	Clicks	CTR	Avg. CPC	Avg. imp. freq. / user	Bid strategy
501 - Official 24h...WaterHours - UK - Banners - Target Cost 40 + 1E	£11,168.60	2,963,104	1,002,829	33.84%	£5.91	949.00	£32.00	0.01%	13,999	0.54%	£5.70	—	—
Total All enabled campaigns	£11,168.60	2,963,104	1,002,829	33.84%	£5.91	949.00	£32.00	0.01%	13,999	0.54%	£5.70	—	—
Total Account	£166,327.01	25,805,471	7,326,679	38.57%	£5.91	6,827.75	£24.36	0.06%	145,976	0.64%	£1.00	—	—

1 of 1

▼ Other

Campaigns Updated just now Discard Drafts Review and Publish

Objectives is Conversions Attribution Setting is 7-day click Search and filter Save Clear Maximum: Aug 28, 2020 - Sep 23, 2021

Resource Center Campaigns Ad Sets Ads

+ Create Edit A/B Test Rules View Setup Reports

Off / On	Campaign Name	Results	Reach	Frequency	Cost per Result	Budget	Amount Spent
☐	Good Ad Sets - Test Scale With Cost Cap \$16	122 Website Leads	35,405	1.49	\$17.71 Per Lead	\$110.59 Daily	\$2,160.91
☐	L4 - ABO - Engagers and WV - Testimonial Ads	8 Website Leads	1,697	2.33	\$36.46 Per Lead	Using ad set bu...	\$291.69
☐	L3 - ABO - Engagers + Visitors - Same Creativ...	59 Website Leads	6,546	4.24	\$31.74 Per Lead	Using ad set bu...	\$1,872.65
☐	L1 - ABO - Open Targeting - Mixed Creatives	370 Website Leads	193,153	1.47	\$21.51 Per Lead	Using ad set bu...	\$7,959.89
☐	#7- Final Expense - Bid[\$60] Spokesman - WV...	26 Website Leads	6,636	1.23	\$30.05 Per Lead	\$100.00 Daily	\$781.21
☐	#7- Final Expense - Cost[\$16] Spokesman - L...	5 Website Leads	659	1.16	\$21.19 Per Lead	\$100.00 Daily	\$105.93
☐	#7- Final Expense - Bid[\$60] Spokesman Vide...	14 Website Leads	3,118	1.37	\$24.10 Per Lead	\$100.00 Daily	\$337.35
☐	#7- Final Expense - Cost[\$16] Spokesman - E...	1 Website Lead	410	1.08	\$26.37 Per Lead	\$100.00 Daily	\$26.37
☐	#7- Final Expense - Bid[\$60] Spokesman - Lea...	20 Website Leads	4,781	1.32	\$30.23 Per Lead	\$100.00 Daily	\$604.50
☐	#7- Final Expense - Spokesman - Engagers LL...	24 Website Leads	5,578	1.38	\$25.93 Per Lead	\$100.00 Daily	\$622.23
☐	#7- Final Expense - Cost[\$16] Spokesman - W...	1 Website Lead	410	1.08	\$26.37 Per Lead	\$100.00 Daily	\$26.37
☐	> Results from 45 campaigns	5,128 Website Leads	951,753 People	3.11 Per Person	\$20.88 Per Lead		\$107,061.01 Total Spent

business.facebook.com/admanager/manage/campaigns

4801 Mass Tort Legal Leads @ \$50.80/Lead in one of the most competitive niches online - Camp Lejeune

121 Jul 2022

Search and filter

Ad sets

Ads

View Setup Columns: Performance and clicks Breakdown Reports

Off/On	Campaign	Delivery	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Impressions
☒	#3 Camp Lejeune - V2 - CBO - White Text ima...	Active	7-day click or ...	26 ¹³	60,247	2.02	\$102.38 ¹³	\$800.00	\$2,661.99	Ongoing	121,7
☒	Camp Lejeune - V2 - CBO - White Text Images...	Active	7-day click or ...	147 ¹⁴	128,476	2.09	\$39.71 ¹⁴	\$1,320.00	\$5,837.42	Ongoing	268,7
☒	Database Angle - Toxic Updated Images - Ma...	Active	7-day click or ...	121 ¹¹	293,073	1.99	\$84.22 ¹²	\$1,000.00	\$10,191.14	Ongoing	582,2
☒	Database Angle - Max Comp - Form Images	Active	7-day click or ...	199 ¹⁴	169,386	2.60	\$65.14 ¹³	\$1,200.00	\$12,963.78	Ongoing	441,7
☒	Max Conversion - Camp Lejeune - Leadhook	Active	7-day click or ...	543 ¹¹	598,684	1.86	\$52.15 ¹³	\$1,899.97	\$28,319.13	Ongoing	1,110,7
☒	Bid(\$350) - Camp Lejeune - Leadhook	Active	7-day click or ...	387 ¹⁴	406,326	1.68	\$57.99 ¹⁴	\$1,000.00	\$22,442.80	Ongoing	682,7
☒	Bid(\$270) - Camp Lejeune - Leadhook	Active	7-day click or ...	498 ¹³	394,684	1.64	\$51.14 ¹³	\$1,393.92	\$25,468.14	Ongoing	646,7
☒	Camp Lejeune - LH - ABO - Max Comp Images	Active	7-day click or ...	967 ¹⁴	428,414	2.41	\$50.78 ¹³	\$2,419.20	\$49,106.74	Ongoing	1,033,2
☒	Camp Lejeune - LH - ABO - White Text Images	Active	7-day click or ...	1,190 ¹³	560,842	2.11	\$44.38 ¹³	\$3,832.02	\$52,811.50	Ongoing	1,184,7
☐	#3 Bid(\$270) - Camp Lejeune - V2 - Leadhook...	Off	7-day click or ...	2 ¹¹	44,240	1.26	\$474.89 ¹³	\$1,000.00	\$949.77	Ongoing	35,7
☐	Bid(\$270) - Camp Lejeune - V2 - Leadhook - ...	Off	7-day click or ...	6 ¹⁴	39,864	1.23	\$188.94 ¹⁴	\$1,000.00	\$953.63	Ongoing	48,7
☐	Camp Lejeune - V2 - CBO - Max Comp Images...	Off	7-day click or ...	10 ¹³	51,056	2.25	\$154.67 ¹³	\$1,000.00	\$1,544.74	Ongoing	115,7
Results from 29 campaigns ¹³				4,801 ¹¹	2,371,938	3.07	\$50.80 ¹³		\$243,870.36		7,270
Excludes deleted items				Website leads	People	Per Person	Per Lead		Total Spent		