

For this example we are going to assume 2 specific conversions:

## **Leads & Complete Registrations**

In this funnel the “Lead” Pixel fires when someone enters their information and opt’s in.

“Complete Registration” Pixel fires when someone actually schedules their phone call and successfully makes it to the “Thank You Page”

Our goals for this client account are as follows:

Leads for about \$10 & no more than \$15 each.

Complete Registrations for under \$150 each.

So essentially our client wants booked phone calls for under the “KPI” [Key Performance Indicator] of \$150.

## **Here are the Key Metrics we will be looking at today:**

*Cost Per Result - Results - Link Clicks - CPC [Cost Per Click] - CTR [Link Click Through Rate]*

*CPM [Cost Per 1000 Impressions] - Amount Spent - Leads - Cost Per Lead*

*Budget - Reach - Impressions*

***Please setup your columns more or less the same way [This is key in order to see information quickly, effectively, and optimize accordingly.]***

## **Some Important Rules We Don’t Neglect**

1- 3X CPA [Cost Per Acquisition] Rule.

If we want “Leads” for \$10 each... then we are fine with an adset spending up to \$30. If within \$30 we obtain “Leads” for \$10 - \$15 each, we’ll let the adset continue running. If the Cost Per Lead is higher turn ad set off.

2- Most Important Conversion Rule.

What is the most important conversion in this scenario? The one your client cares about most - Booked Phone Calls [Complete Registration Pixel]. So your ad set has spent \$80. Your Cost

Per Lead is \$25 [Ouch]. We should cut the ad set off right? Right... usually. As your eyes horizontally scan the metrics, you notice a "Complete Registration" for \$75. "Leads" certainly are nice and important, but NOT nicer or more important than "Complete Registrations". Let the adset continue to spend money, monitor closely over the next few days.

### 3- Budget Increase Rule

We like to stick to a 20% increase rule. If an adset is performing to your "KPI's" you may bump its budget up by 20% of current budget per day. Example: Adset budget is \$30 & it is performing well - increase budget by \$6.

### 4- Date Range Rule

Sometimes ads work great... other times they fatigue... other times the KPI's "Trend" in the wrong direction.

For this reason always check your ad set's data at the following date ranges:

***30 Days - 14 Days - 7 Days - 3 Days - 1 Day***

An ad set may have the right performance over 14 days... but in the last 3 days the lead cost may have tripled! If you let this ad set continue running... you will have higher lead costs account wide [That's not good]. Always make sure to check each ad set over time to ensure you're cutting out bad ones ahead of time.