

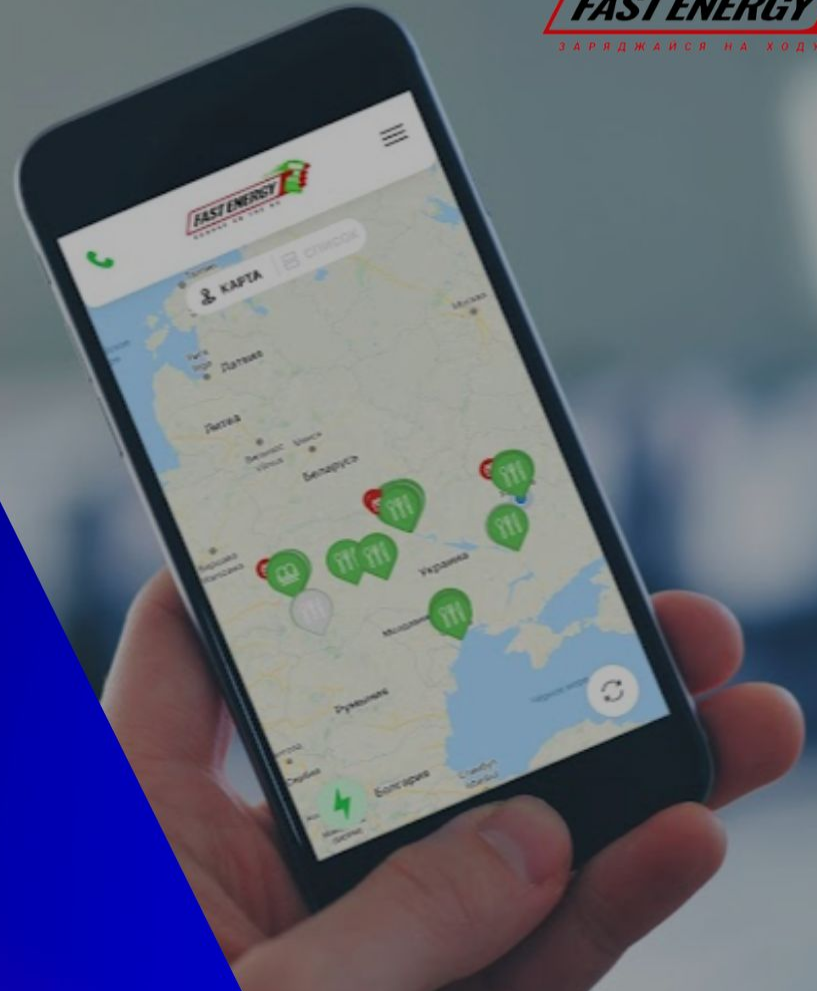
**CPL:
1,53\$**

**THE CHECK:
2500\$**

**THE BUDGET:
2809\$**

**MONTHLY
LEADS:
1836**

**ROAS
190%**





+Filters

Search by name or ID



Lifetime

UTC+02:00



Campaign

Ad group

Ad

Create

Edit

Bulk create/Edit

Automated rules

Default columns

20/page

1



<input type="checkbox"/>	On/Off	Name	get	Total cost	CPC	CPM	Impress...	Clicks	CTR	Conversions	CPA	CVR	
<input type="checkbox"/>			All	10.33 USD	0.22 USD	1.21 USD	8,538	48	0.56%	0	0.00 USD	0%	
<input type="checkbox"/>			All	0.28 USD	0.14 USD	1.12 USD	250	2	0.8%	0	0.00 USD	0%	
<input type="checkbox"/>			All	570.95 USD	0.09 USD	0.62 USD	924,338	6,341	0.69%	356	1.60 USD	5.61%	
<input type="checkbox"/>			All	1,760.44 USD	0.08 USD	0.40 USD	4,455,406	22,375	0.5%	1,673	1.05 USD	7.48%	
Total of 4 Campaign(s)				-	2,342.00 USD	0.08 USD	0.43 USD	5,388,532	28,766	0.53%	2,029	1.15 USD	7.05%

BRIEFLY ABOUT THE MAIN

PRODUCT:

POWER BANK RENTAL
FRANCHISE

TASK:

GENERATE MORE THAN 60 LEADS PER DAY
FOR A FRANCHISE WEBINAR

BUDGET:

\$2500 MONTHLY

CONCLUSIONS

I had almost no problems with this project. I often run ads on webinars and ideally knew what to do and how to do it.

Result:

The brand gets **≈\$1.2 leads** with a **40%** pre-webinar yield and an average **ROI of 230%**.



Project description:

- THE CLIENT: an international brand provides different options of power bank franchises

- THE PROMOTION TIME: a month

- THE GOALS: to generate more than 60 leads/day for a franchise webinar

- WHAT I'VE DONE:

- 📌 Developed a strategy to attract applications for the product through the website and TikTok.

- 📌 Tested different videos and chose the most efficient ones.

- 📌 Tested 4 audiences.

- 📌 Market analysis, competitor analysis and target audience analysis done.

- THE RESULTS

- ✅ Average monthly budget: 2,809\$

- ✅ Average monthly leads: 1,836

- ✅ Average cost per lead: 1,53\$

- ✅ Average check: 2,500\$

- ✅ Average monthly ROAS: 190%