

# From New Offer to New Leads

Meta Ad Case Study

**Cassie Baker**  
*Serving Up Conversions for Your Business*

## Industry

Coaching for Online Businesses

## Client Overview

This client is a 7-Figure brand that helps entrepreneurs build successful online businesses. After 10 years in the industry they've recently rebranded and changed their main program to a whole new offer. Their goals are to find the right client for this new offer, testing their messaging and trying a new lead magnet. At the time of this campaign, the main program was still in beta mode and not being sold through ads, so this phase of ads were strictly for proving messaging and gaining leads. Then they'll be targeted through email with an evergreen strategy.

# Strategy Breakdown

## Problem

This company recently sunsetted their existing offer and created a new program which had a very strong beta launch exclusively to their warm audience, but they are now expanding their attraction methods to bring new leads into their funnel for ongoing revenue. This new offer is untested on cold traffic and may attract a new audiences so messaging and what lead magnet will serve as the best attraction tool is still being dialed in.

## Strategy

The previous lead magnet had amazing results, but followed their old business model and did not lead into the current program. We were testing out a new lead magnet to attract new potential customers onto their list. Leads are the main focus for the ads, so we need to pay particular attention to Cost Per Click (CPC); Click Through Rate (CTR); and the Cost Per Result. The business goal for this particular B2B ad was >\$5 Cost Per Lead, based on their history, audience and high ticket offer.

# Key Statistics & Results

## Campaign 1

## Campaign 2

## Campaign 3

This client had a long history of running Meta Ads, and from a long-game strategy, had prior success with ads running to a broad audience, so this first campaign was a lead ad with broad targeting, excluding current purchasers.

The second campaign was for warmer targeting to see how the new lead magnet resonated with those most likely to be interested in the offer.

The third campaign was for targeting strategic interest-based and behavior-based cold audiences.

The broad campaign ended up having the highest overall Cost Per Result of \$5.80 for 328 leads.

The warm audience campaign had a Cost Per Result of \$4.33 for 541 leads.

The targeted audience campaign had a Cost Per Result of \$4.58 for 348 leads.

### Campaign 1 (Broad)

Results	Cost per result	Reach	CPM (cost per 1,000 impressions)	Cost per unique click (all)	Unique outbound clicks	CTR (link click-through rate)	Unique outbound CTR (click-through...)
328 [2] Website Leads	\$5.80 [2] Per Lead	16,210	\$57.51	\$2.02	674	2.49%	4.16%
<b>328</b> [2] Website Leads	<b>\$5.80</b> [2] Per Lead	<b>16,210</b> Accounts Center ac...	<b>\$57.51</b> Per 1,000 Impressio...	<b>\$2.02</b> Per Accounts Cente...	<b>674</b> Total	<b>2.49%</b> Per Impressions	<b>4.16%</b> Per Accounts Cente...

### Campaign 2 (Warm)

Results	Cost per result	Reach	CPM (cost per 1,000 impressions)	Cost per unique click (all)	Unique outbound clicks	CTR (link click-through rate)	Unique outbound CTR (click-through...)
296 [2] Website Leads	\$4.28 [2] Per Lead	10,441	\$60.98	\$1.96	440	2.55%	4.21%
245 [2] Website Leads	\$4.40 [2] Per Lead	12,127	\$51.95	\$1.17	775	4.35%	6.39%
<b>541</b> [2] Website Leads	<b>\$4.33</b> [2] Per Lead	<b>19,938</b> Accounts Center ac...	<b>\$56.47</b> Per 1,000 Impressio...	<b>\$1.57</b> Per Accounts Cente...	<b>1,175</b> Total	<b>3.45%</b> Per Impressions	<b>5.89%</b> Per Accounts Cente...

### Campaign 3 (Targeted)

Results	Cost per result	Reach	CPM (cost per 1,000 impressions)	Cost per unique click (all)	Unique outbound clicks	CTR (link click-through rate)	Unique outbound CTR (click-through...)
182 [2] Website Leads	\$4.38 [2] Per Lead	7,099	\$51.08	\$2.21	251	1.96%	3.54%
166 [2] Website Leads	\$4.79 [2] Per Lead	8,062	\$48.88	\$2.03	256	1.76%	3.18%
<b>348</b> [2] Website Leads	<b>\$4.58</b> [2] Per Lead	<b>12,574</b> Accounts Center ac...	<b>\$49.96</b> Per 1,000 Impressio...	<b>\$2.26</b> Per Accounts Cente...	<b>488</b> Total	<b>1.86%</b> Per Impressions	<b>3.88%</b> Per Accounts Cente...

# Some Of The Ad Creative Used



static image ad



reel ad

🤔 Wondering how online businesses get to 6-figures and BEYOND?

It all starts with an idea. But not just ANY idea ... the RIGHT idea, for the RIGHT customer, providing the RIGHT transformation. 💡

When I started my first online business, I didn't know all the details I just knew I wanted MORE than what our circumstances were providing us.

- ➔ More purpose.
- ➔ More flexibility.
- ➔ More financial freedom.

It took a few years of imperfect action and consistent effort to go from vague idea to thriving business. But in the years since, I've honed the idea selection and validation process down to a replicable system and have used it again and again to quickly grow multiple 7 figure businesses.

➔ Now it's your turn.

This Profitable Idea Online Business Kickstart will guide you through a 5-step strategy to nailing the perfect business idea for YOU. 🙌

After using this guide, you'll have:

- ✅ Clarified your business idea
- ✅ Identified who it will serve,
- ✅ Validated that it has profit potential
- ✅ Learned what you need to do next!

👉 Discover your perfect business idea today:

## SUMMARY

All ad campaigns combined brought in 1,217 results with \$4.80 Cost per result over a 7 week run. Although this achieved an ultimate goal of staying under \$5 per result, the subscriber behavior on the back-end led us to realize we needed to re-evaluate our customer avatar to target someone more advanced in their business rather than starting out. This will lead to a new lead magnet strategy as well.

During the course of the 7 weeks, I tested ad hooks and landing pages to see whether the messaging attracted better when the ad copy focused on income factors or lifestyle factors. This information will give me a more clear starting point for the next phase of strategy moving forward. In addition, having a more defined avatar who is deeper in their business journey will also give me some more specific audiences to strategically target.

During this phase of the campaign, I discovered that reels worked very well for the ads and that I benefited by turning off ads that were consistently bringing over \$6 per result in order to focus on the stronger performing ads.

Overall, this was a great ad run for testing messaging and attraction on this new offer.

# CASSIE BAKER

SERVING UP CONVERSIONS FOR YOUR BUSINESS

## LET'S GET IN TOUCH

### Hey, I'm Cassie!

I partner with local and online businesses to help them generate more leads (and more revenue!) through done-for-you Facebook and Instagram advertising.

As an ad strategist, I employ a full-funnel approach, focusing on the entire customer journey. This means I will design a strategy to meet your goals by leveraging your marketing assets to attract the right customers, while accounting for their stage-of-awareness of your business.

Let's discuss your business goals and see whether scaling through done-for-you ads is right for you!

**CASSIE BAKER**  
[cassiebaker.com](http://cassiebaker.com)

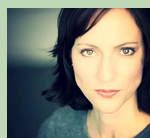
Don't be shy! Book A Free Consultation Call Today

[CLICK HERE TO BOOK A CALL](#)



### WHAT DO CLIENTS SAY?

*"Cassie is both knowledgeable and inspiring! She gives such clarity when explaining the ad strategies that I need to succeed and cares about my business like it is her own. I am a solo entrepreneur but I feel as if I have a partner in my business!!"*



Karen Whipple  
KWS Vocal Studio