



ANTONELLA JARRIN
DIGITAL MARKETING

From \$500 Ad Spend to \$57K Launch

Meta Ad Case Study
by Antonella Jarrín

Adrienne Rivera – Breath of Gold

The Breath of Gold® Breathwork Facilitator Program is a 4-month breathwork certification that gives people the opportunity to learn how to teach every style of breathwork in a trauma-informed way.

Strategy Breakdown

- Adrienne was having organic launches and consistently hitting revenue ceilings of \$10K and \$20K and wanted to scale with ads.
- We decided to run ads to the masterclass that followed her organic summit to reach warm leads and test conversion to cold.
- Her budget was limited at \$500 so we decided to target warm audiences and look-a-like audiences only.
- With limited time, we had a budget of \$90 per day to try to get the most amount of qualified leads to her masterclass.



“Thank you so much for taking the time to really go deep into the strategy and understanding the numbers and ideas.. my experience working with you has been amazing.”

- Adrienne Rivera

Let's connect and explore how I can help you scale.

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KEY STATISTICS & RESULTS

ROAS of **44X**

Cost Per Lead

warm audience
from \$17.88

cold audience
from \$7.84

<input type="checkbox"/>	Off / On	Ad set	Campaign name	Cost per lead	Outbound CTR (click-through...)
<input type="checkbox"/>	<input type="checkbox"/>	Warm Market	Lead Campaign Breathwork Free...	\$17.88 [2]	1.14%
<input type="checkbox"/>	<input type="checkbox"/>	Look A Like Audience	Lead Campaign Breathwork Free...	\$8.28 [2]	1.32%
<input type="checkbox"/>	<input type="checkbox"/>	Behavior Audience - Coach...	Lead Campaign Breathwork Free...	\$7.40 [2]	0.78%
<input type="checkbox"/>	<input type="checkbox"/>	Behavior + Interest	(Never Used) Traffic Campaign Th...	—	—
<input type="checkbox"/>	<input type="checkbox"/>	Email List + Look A Likes (3...	(Never Used) Traffic Campaign Th...	—	—
Results from 5 ad sets ⓘ				\$10.60 [2] Per Action	1.15% Per Impressions

to **\$5,89**

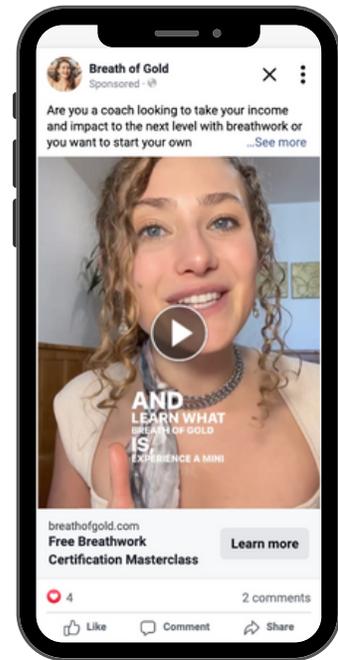
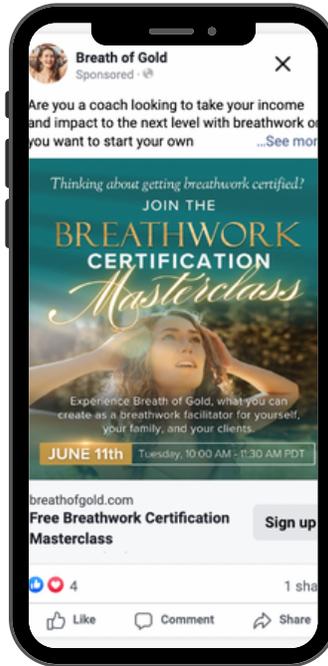
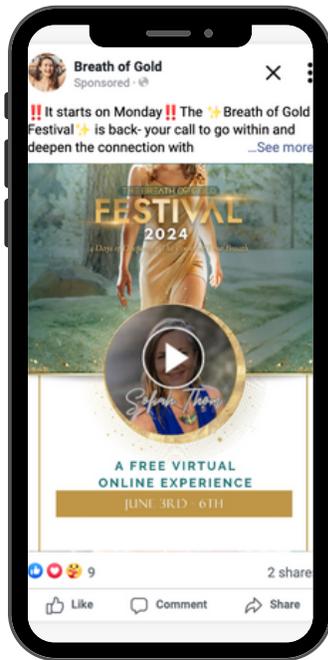
to **\$3,14**

<input checked="" type="checkbox"/>	<input type="checkbox"/>	AJ: LEADS_ALL_WARM_MASTERCLASS_JUNE_6_20...	\$5.89 [2]	1.12%	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	AJ: LEADS_LAL_VV_MASTERCLASS_JUNE_5_2024	\$3.17 [2]	1.24%	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	AJ: LEADS_LAL_MASTERCLASS_JUNE_5_2024	\$3.12 [2]	1.56%	
Results from 3 campaigns ⓘ				\$3.70 [2] Per Action	1.36% Per Impressions

Ads brought in a total of **\$ 22K**
during her launch

Launch Revenue **\$57,285**

CREATIVES & COPY USED



The campaign had to be up and running in less than 7 days. Due to limited time and budget, we had limited creatives.

Join Adrienne Rivera, TEDx speaker, breathwork facilitator, best-selling author and founder of Breath of Gold for a FREE masterclass that will teach you...

- 1 The RIGHT way to use breathwork
- 2 The life-changing benefits of different breathwork techniques
- 3 Discover how you can become a certified Breath of Gold Practitioner
- 4 Learn the steps you can use to generate a fulfilling income as a certified coach
- 5 How you can easily market yourself as a breathworker and achieve freedom- even if you've never tried breathwork before

Join us June 11th for a FREE breathwork masterclass at 10am PST and learn how you can transform your life, impact and income all from the comfort of your home.

Average Outbound
click through rate

CTR 1.36

Let's connect and explore how I can help you scale.

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Let's Connect !

I help established business owners increase income and impact through Meta ads management and strategy support.

With a passion for marketing and creative client acquisition, I implement strategies and manage your ads to help you reach your goals.

Before launching my consulting and ad strategy business, I successfully ran a sip and paint business in Middle Georgia and organized yoga retreats and classes.



[CLICK HERE TO BOOK A CALL](#)

Let's connect and explore how I can help you increase your impact and your income.