

META AD CASE STUDY

GENEVIEVE RACHAL CREATIVE

COMPANY NAME

INDUSTRY

Spenser Brassard

Certified Life and Fertility Coach

## CLIENT OVERVIEW

Spenser is a certified life coach specializing in a mind-body approach to fertility. She came to me ready to put her high ticket application funnel on evergreen. Her funnel was direct to application which gave applicants access to a private training that led to her signature group program.

## Strategy Breakdown

PROBLEM

Spenser had previously worked with another ad agency, spending over \$1,200 on ads to generate just 8 leads, each costing \$154.37.

None of the leads converted into paying clients, leaving her frustrated. Her goal was to put her high-ticket application funnel on evergreen, but she didn't know if it was feasible within her ad budget.

STRATEGY

We implemented a 3-layer holistic ad strategy, focusing on meeting her target audience at each stage of their customer journey while still sticking to her budget of \$1,200 a month

We also revamped her ad copy and images to better connect with her ideal audience - resulting in ads that would attract and convert.

# Key Statistics & Results

APPLICATIONS GENERATED	CLIENTS ENROLLED	ROAS
52	4	10X

Within just 30 days, our optimized strategy helped Spenser generate 52 leads into her high-ticket hybrid funnel, resulting in 8 conversions.

By implementing a top-of-funnel and retargeting strategy, we reduced her cost per application to \$10.99 from \$154.37

With a total ad spend of \$1,204.43, Spenser generated \$12,000 in total revenue from her \$3,000 program, delivering an impressive 10X ROAS. This provided her with a predictable, scalable evergreen funnel to continue growing her business.

## PREVIOUS RESULTS

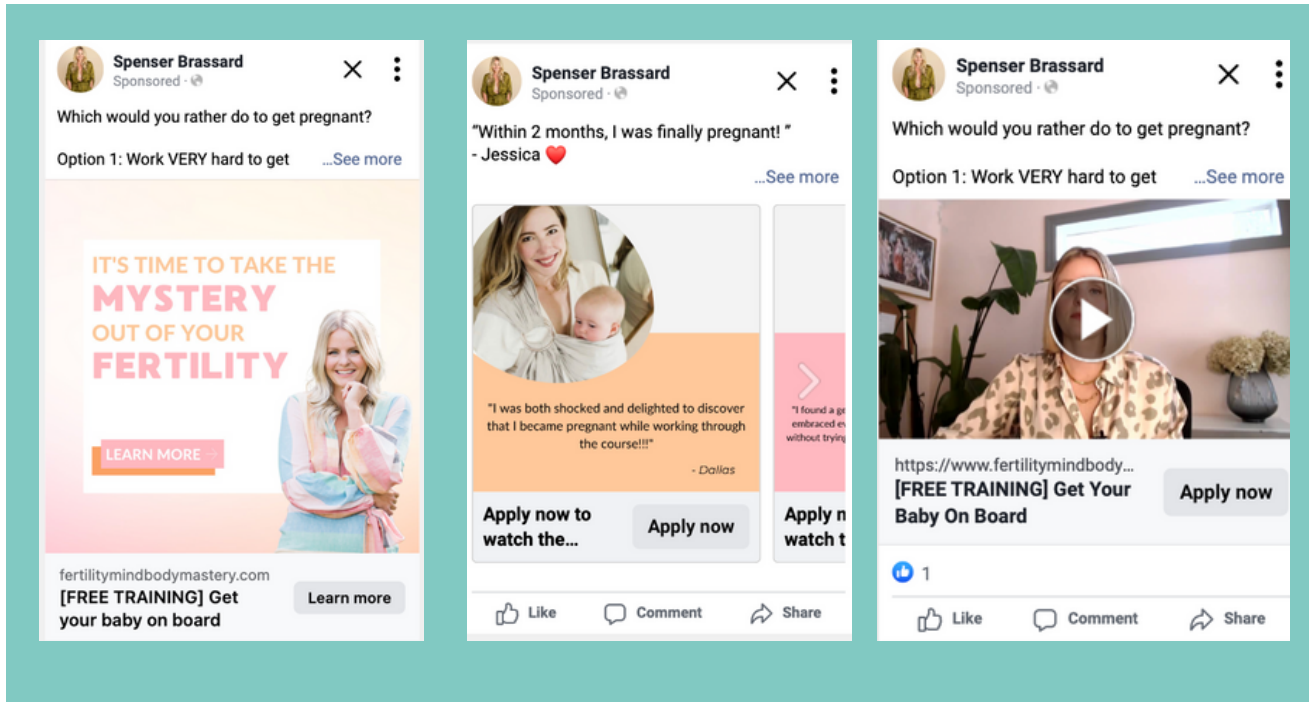
Campaign Name	Link Clicks	Cost per Landing Page View	Leads	Website Leads	Cost per Lead	Purchase ROAS (Return on Ad Spend)
GR: [TRAFFIC]FMBM Applications	385	\$1.46	—	—	—	—
Fertility Mind-Body Mastery	103	\$20.25	8	8	\$154.37	—
<b>Results from 2 campaigns</b>	<b>488</b> Total	<b>\$4.78</b> Per Action	— Total	— Total	— Per Action	— Average

## OUR RESULTS

Cost per Lead	\$1.63
Conversions	<b>\$1,204.43</b> Total spent

Results	Reach	Impressions	Cost per Result	Amount Spent
52 Leads	12,412	27,165	<b>\$10.99</b> Per Lead	\$571.69

# Some Of The Ad Creative Used



## THINGS TO NOTE

- **Targeted 3-Layer Strategy:** This campaign utilized a 3-layer funnel strategy, ensuring we reached Spenser's audience at each stage of their customer journey—from awareness to conversion. This holistic approach maximized her ad budget by nurturing leads at every touchpoint.
- **Cost-Effective Lead Generation:** By revamping the ad copy and visuals, we dramatically reduced the cost per lead from \$154.37 to just \$10.99. This resulted in significantly more leads while staying well within the \$1,200 monthly budget..
- **High-Ticket Conversions:** The retargeting ads played a crucial role in converting warm leads into high-ticket clients, driving \$12,000 in revenue within the first 45 days. 75% of this was in payment plans resulting in consistent cash flow over 12 months.
- **Ongoing Optimization:** This campaign has room to scale as Spenser continues to invest in ads, allowing her to consistently fill her high-ticket program with qualified leads.

# LET'S CONNECT!

Hey there! I'm Genevieve Rachal.

I'm a sequin-loving, ad-strategizing mom on a mission to help fellow female entrepreneurs grow their businesses without burning out.

With over a decade in the digital marketing world, specializing in Facebook and Instagram ads, I've seen it all—and I'm here to help you build and sustain a business that actually supports your life.

I'm all about the Life-Led Business model—because you should be running your business, not letting it run you.

My secret sauce? Strategic ad campaigns and evergreen funnels that work for you, so you can scale your business while still having time for the things you love—whether that's hanging out with your kids or just enjoying some well-deserved “me time.”

If you're ready to level up your client attraction game, build a business that gives you both freedom and financial growth, and have fun doing it, let's chat!

CHEERS, *Genevieve*



**Let's connect and see how I can help you rock your paid ads!**

[CLICK HERE TO CHAT](#)