

The \$30K and 9x ROAS Launch

Meta Ad Case Study

Samantha Fine Digital

Company Name

Industry

Jessie Mundell Fitness/ Postnatal Fitness
Specialist Academy

Coaching/Fitness/Pre-Postnatal

Client Overview

Jessie Mundell is a fitness coach specializing in supporting pre-postnatal moms and teaching fitness professionals how to support the postnatal community. She launched her postnatal fitness academy 2-3x a year and was looking for a strategic partner to support the growth of this program. She had run ads before but struggled to get the results she wanted and the support she needed.

Strategy Breakdown

For our first campaign together our focus was to drive leads and sales for her Spring launch of the Postnatal Fitness Specialist Academy with the goal of increasing her revenue from her previous launches.

Problem

Strategy

Jessie was raising the prices for her upcoming launch and improper set up of her tracking made it challenging to use historical results for our benchmarks.

Additionally, due to industry tracking changes and the set up of her sales pages and check out process we had to get creative with our approach to tracking her sales.

Jessie and I started working together about a month before her launch, which did not leave us with much time for

The first thing we did was conduct an audit of Jessie's historical launches and fix her tracking.

Next, I created an audience segmentation approach for her lead gen campaign to drive sign ups for her webinar and understand who within her target audience was most likely to sign up for her webinar. For this campaign we customized our messaging to align with different audience segments.

We then created a retargeting strategy to drive sales to her program during cart open.

Key Statistics & Results

Cost-Per=Lead

Sales

Return on Ad Spend

\$5.17

\$31,524

895%

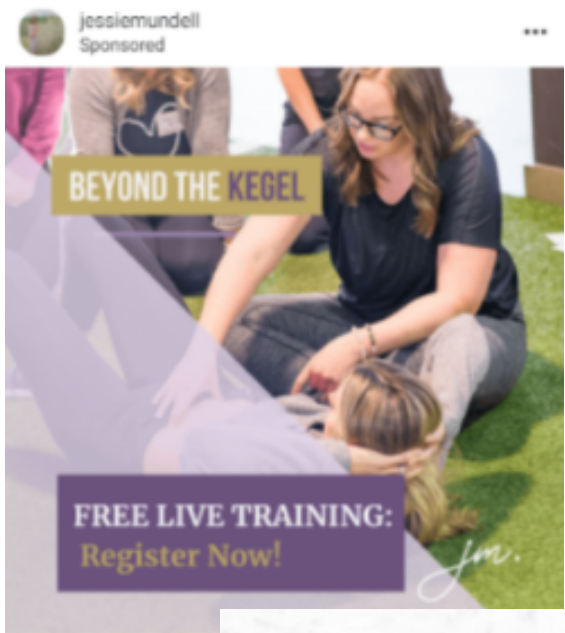
Our webinar registration campaign drove 599 registrations over 10 days at a cost-per lead of \$5.17. Her ads contributed to 70% of total webinar registrations.

During cart open Jessie drove 22 sales. We used multiple attribution models to determine that 15 of those sales came from her Meta ads. This additional level of reporting was necessary due to the set up challenges on Jessie's sales and check out pages. Jessie had multiple price points ranging in price from \$900 up to \$2500 with both pay-in full and payment plan options leading to upwards of \$30K in sales.

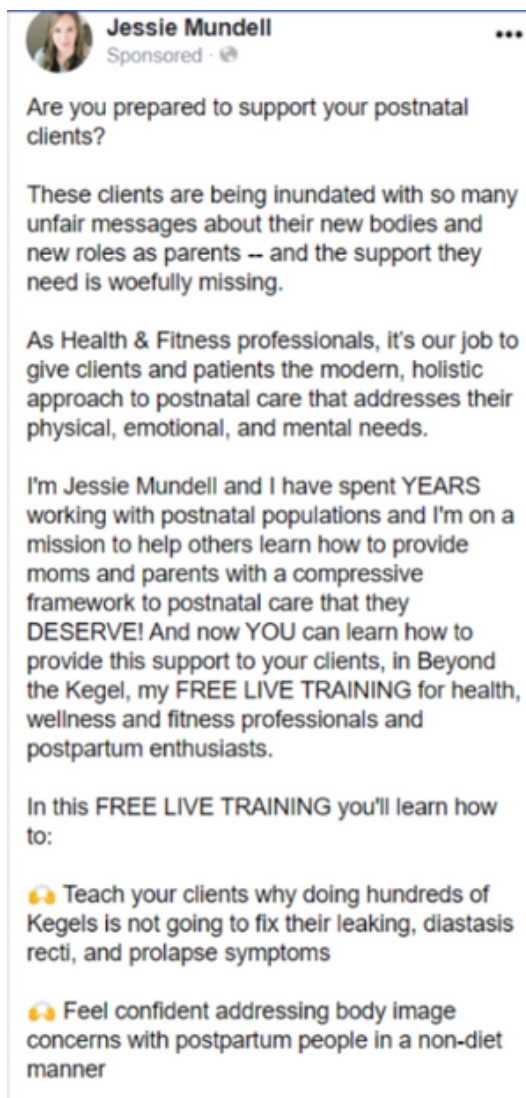
With a \$3,500 ad spend across her webinar registrations and cart open sales campaigns we delivered a return on her ad spend of almost 9x (895%).

	Source / Medium	Pageviews
		889 % of Total: 4.90% (18,139)
pfsa.jessiemundell.com/webinar-1	FBIG / ConversionObjective	599 (67.38%)
pfsa.jessiemundell.com/webinar-1	(direct) / (none)	248 (27.90%)
pfsa.jessiemundell.com/webinar-1	instagram.com / organic	11 (1.24%)

Some Of The Ad Creative Used



Sign Up



This has made such a difference! We are getting to my ideal customers and I have really appreciated the insight and guidance in building a better funnel for my signature product.

Jessie Mundell,

LET'S GET IN TOUCH

Hi! I'm Samantha Fine.

Since 2009 I've worked with some of the largest brands in the world (Coca-Cola, Lysol, Whole Foods...to name a few), as well as start ups, course creators, coaches, and service providers, helping them drive growth through ads and digital marketing.

I am passionate about helping brands scale and showing business owners the power that ads can bring to a business.

I'd love the opportunity to show you how Facebook/Instagram ads can help your business drive more leads and sales.

Reach out via the links below to connect and take a look at the next page to see additional clients, testimonials, and results!



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

[CLICK HERE TO BOOK A CALL](#)

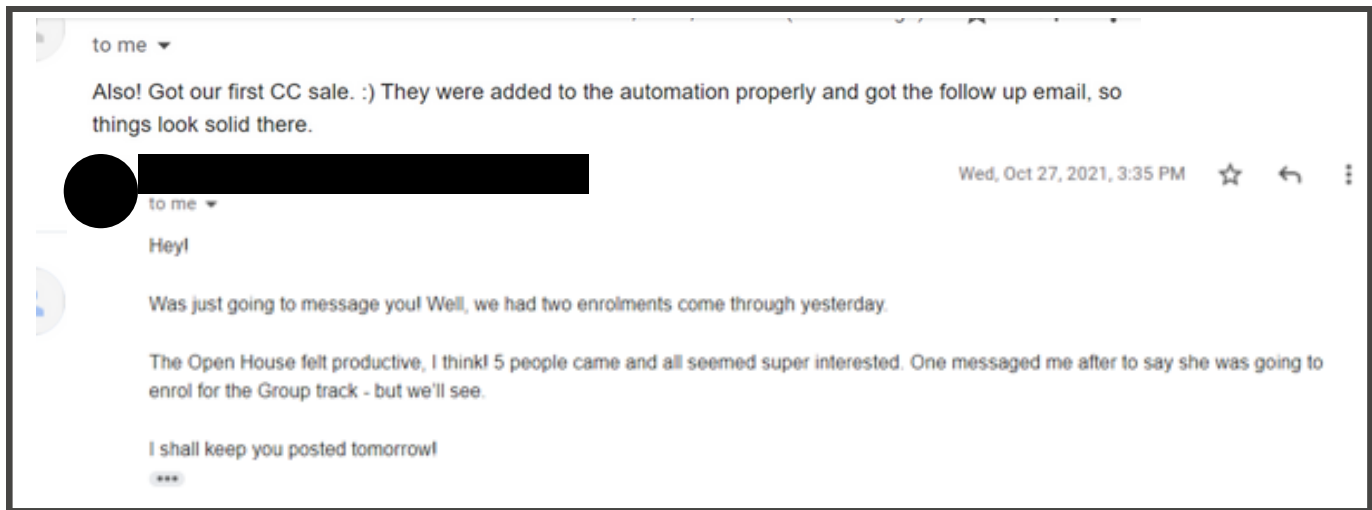
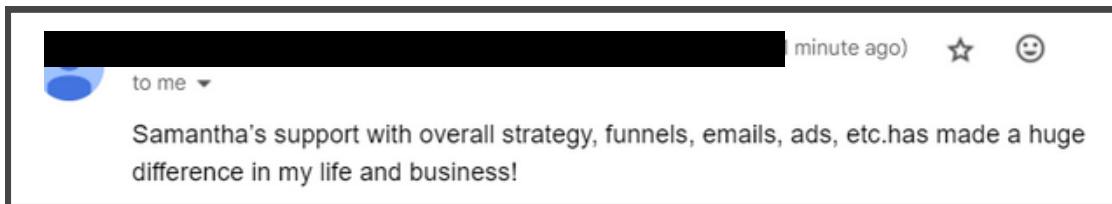
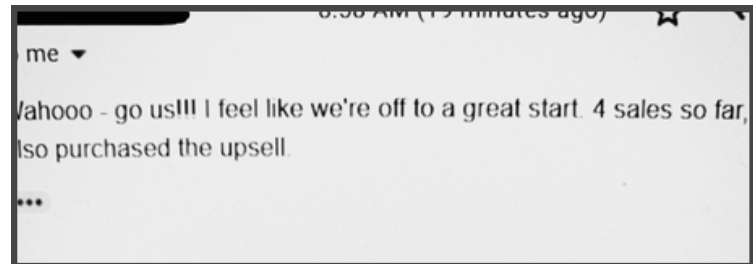
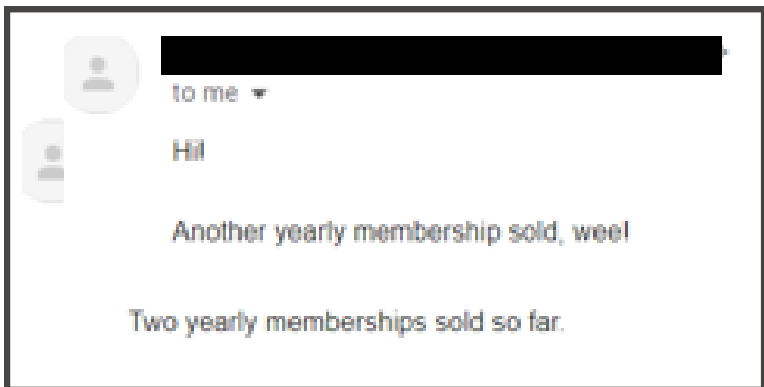
SAMANTHA FINE

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CLIENT LOVE & RESULTS



You have helped me see how all my funnels can work together, have helped me with my messaging, have whipped my nurturing systems into place, and helped me feel so much less scatter-brained when it comes to launch time
- Lana, Fitness coach

If you need someone to meet you right where you are with no judgment Samantha is exactly who you want to work with. Whether you need a teacher or someone to just take care of it for you I would highly recommend working with Samantha.
- Tiffany, Course Creator

Client examples & results continued:

COURSE CREATOR, COACHES & SERVICE PROVIDER RESULTS

- ★ 126% Increase in leads for fitness membership
- ★ 1000% increase in lead growth for service provider
- ★ 2x ROAS for Health & Fitness coaching
- ★ 7.4x ROAS for my Fitness Coaching Program

CURRENT & PAST CORPORATE CLIENTS

