

12.78x ROAS Success Story

Meta Ad Case Study

Simple Life Virtual Solutions

Company Name

Industry

Mikki Willidren

Health and Wellnes

Client Overview

Mikki is passionate about maintaining good health and well-being through a whole food approach to nutrition, regular exercise, and a focus on optimising lifestyle factors that influence our ability to cope with the demands of everyday life.

Strategy Breakdown

Problem

Strategy

Mikki was preparing to launch her 12-week program and wanted to use Facebook ads to fill her webinar—and ultimately, her program. But with so many targeting options and messaging angles, she needed a clear game plan to attract the right people—those who wouldn't just sign up but would be excited to join. She wanted ads that spoke naturally to her ideal audience, turning clicks into real conversions.

We built a smart Facebook ad strategy to get Mikki in front of the right people. By testing different audience segments, we pinpointed her ideal customer—the ones ready to take action. Then, we refined her messaging and visuals to create eye-catching, compelling ads. With continuous optimization, we attracted high-quality webinar signups and, most importantly, converted them into excited program members.

Key Statistics & Results

COST PER LEAD

\$5.11

COST PER PURCHASE

\$1.32

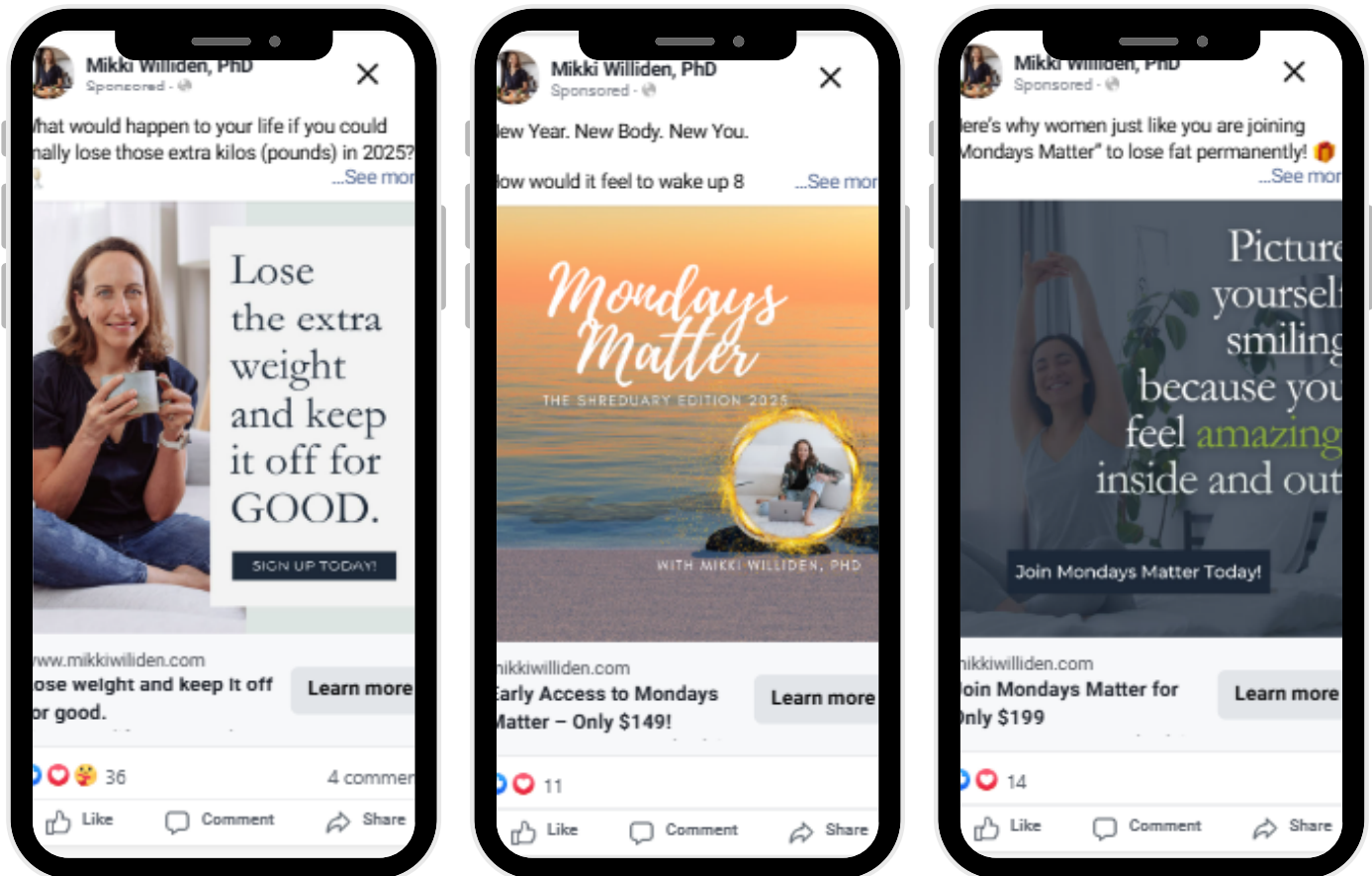
ROAS

12.78X

| Results ↓ | Cost per result | CTR (link click-through rate) | Outbound CTR (click-through rate) |
|-------------------------------------|-----------------------------------|-------------------------------|-----------------------------------|
| 482 ^[2] Website Leads | \$3.00 ^[2] Per Lead | 1.17% | 1.17% |
| 336 ^[2] Website Leads | \$1.33 ^[2] Per Lead | 1.90% | 1.89% |
| 314 ^[2] Website Leads | \$4.15 ^[2] Per Lead | 1.02% | 1.01% |
| 302 ^[2] Website Leads | \$3.78 ^[2] Per Lead | 1.17% | 1.17% |
| 148 ^[2] Website Leads | \$3.22 ^[2] Per Lead | 1.01% | 1.01% |
| 139 ^[2] Website Leads | \$1.75 ^[2] Per Lead | 1.72% | 1.72% |

| Results ↓ | Cost per result | CTR (link click-through rate) | Outbound CTR (click-through rate) |
|--|--|-------------------------------|-----------------------------------|
| 67 ^[2] Website purchases | \$1.81 ^[2] Per Purchase | 1.95% | 1.95% |
| 26 ^[2] Website purchases | \$7.56 ^[2] Per Purchase | 0.78% | 0.77% |
| 17 ^[2] Website purchases | \$9.29 ^[2] Per Purchase | 0.59% | 0.59% |
| 13 ^[2] Website purchases | \$8.90 ^[2] Per Purchase | 0.77% | 0.76% |
| 8 ^[2] Website purchases | \$10.38 ^[2] Per Purchase | 0.84% | 0.84% |

Some Of The Ad Creative Used



Here are the **RESULTS** from our campaigns!

- Massive ROAS win! The recent launch achieved a return on ad spend (ROAS) of 12.78 🔥
- High-converting webinar opt-ins! The opt-in page hit a 49% conversion rate, smashing the 30% goal.
- The cost per lead for the webinar was just \$5.11, while the overall cost per purchase was only \$1.32.
- Big revenue results! With a \$7,059 ad spend, the launch generated an impressive \$90,000 in revenue. 💰

“Working with Jenelle was a game-changer for my launch! We increased my cart value by around \$20, and my overall revenue was higher than before. My webinar attendance jumped from 1,600 to 2,450, and that growth clearly reflected in my program sign-ups in the days following. Bringing Jenelle in before my launch was a brilliant strategy—her approach helped me generate more leads and achieve incredible results.” - Mikki Williden, PhD

SIMPLE LIFE VIRTUAL SOLUTIONS

LET'S GET IN TOUCH

Hey there!

I'm a data-driven certified ad strategist and master marketer with a passion for helping businesses grow. As a mom of two (plus one furry friend!) and a wife, I love spending my free time outdoors, hiking, and exploring nature.

With years of experience in marketing, funnel performance, and data analytics, I ensure my clients achieve the best possible results. I'm not just your "ads girl"—I'm a partner in your business success. I thrive on building lasting relationships with my clients, working side by side to craft strategies that truly make an impact. Let's achieve your goals together!

JENELLE LINK

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

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