



Live Launch Breakdown

Company Name	Industry
Non-disclosed Client	Online Business , Course Creator, Coach

Client Overview

This client is a 7-figure online business owner and top-ranked podcast host. She utilizes Live Launches twice a year as part of her growth strategy.

Strategy Breakdown

Problem	Strategy
During the last Live Launch of 2024, her average CPL (cost per lead) was over \$9 (almost \$10/CPL). She wanted to bring down her CPL this Launch so that her money went further.	For this Live Launch we made sure to have more creatives to test so we could find more winners. I also utilized scaling techniques that didn't put so much pressure on one ad, which contributed to higher CPL in the last Live Launch. Through strategic testing and data driven decisions, we were able to drop her average CPL by \$3 comparing to the last Launch and tripled her total number of paid leads.

Key Statistics & Results

Increased Live Launch Leads

Low CPL in a VERY competitive space.
(\$7-\$9 CPL industry standard)

Results	Reach	Cost per result	Amount spent
248 Website Leads	26,020	\$4.66 Per Lead	\$1,155.66
249 Website Leads	30,670	\$4.63 Per Lead	\$1,152.25
220 Website Leads	39,205	\$5.15 Per Lead	\$1,132.82
549 Website Leads	75,790	\$5.14 Per Lead	\$2,824.44
320 Website Leads	39,143	\$6.30 Per Lead	\$2,017.48
908 Website Leads	168,485	\$6.58 Per Lead	\$5,978.85
532 Website Leads	59,875	\$7.05 Per Lead	\$3,774.11
7,039 Website Leads	506,535	\$6.73 Per Lead	\$47,351.39
Accounts Center a...			Total spent

3X her paid leads number
from last Live Launch

Average CPL is \$3 lower
than last Live Launch

Expertise in managing large
ad budgets within a short
Live Launch timeframe

Average Outbound CTR >2%
During Live Launch





Summary

Having a successful Live Launch requires careful planning, strategic execution, and the ability to make quick, data-driven decisions. Managing large Live Launch budgets takes expertise, and scaling campaigns effectively within a short runway demands a specialized skill set.

During this Live Launch, we conducted extensive testing to identify more winning ads, allowing us to scale effectively while minimizing ad fatigue and reducing the strain on any single ad. I thrive on the energy of a good Live Launch, which is why I chose to specialize in them! Seeing my clients achieve their best launches yet—maximizing their budget and results—is exactly why I do what I do!

Joelle Gregersen

Meta Ad Strategist + Manager



For the past six years, I've been helping online business owners grow their businesses while building my own (and yes, drinking way too much coffee in the process). ☕

My specialty? Meta Ads Services. I especially love the thrill of a good Live Launch! I help businesses get in front of the right people, generate leads, and turn clicks into sales. I've worked with businesses of all sizes, including 7-figure brands, so I know what it takes to make campaigns that actually work (hint: it's not just boosting random posts).

As an Ads Strategist, I help my clients create a strategic marketing plan that will work with their particular business goals... no cookie cutter approaches here! I love digging into the numbers and making data informed decisions for my clients.

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