

How \$500 in Meta Ads Generated 3,600 Clicks & 25 Leads

Meta Ad Case Study

Karrie Chariton

Company Name

Industry

KMB Digital Inc

Affiliate Marketing

Client Overview

Karrie is the founder of KMB Digital, Inc., which supports female entrepreneurs, including coaches, course creators, and membership owners, in growing their businesses. She specializes in Meta advertising, launch management, and funnel-building services. Additionally, Karrie has grown her affiliate marketing income as a supplementary source of revenue for her business.

Strategy Breakdown

Karrie spent \$500 testing ads to grow her affiliate marketing income. We tried multiple affiliate marketing tactics to make more affiliate sales of an AI Personal Brand Kit for \$67.

Problem

In affiliate marketing, the most common approaches are either sending traffic straight to the affiliate sales page or using a bridge page first. Driving traffic directly means you don't control the pixel and usually the buyer's email address are not shared so they aren't your lead. A bridge page lets you capture leads, follow up through an email sequence, and allows retargeting your own pixel. This makes the bridge page a better solution.

Strategy

The strategy is to test which way is more effective in making sales of the affiliate product. Either through sending direct traffic to the sales page or to the bridge page and/or using a ManyChat campaign to capture leads. Are more people likely to click to see the product or will giving you their email be a barrier?

We were testing 3 types of campaigns:

1.A **Traffic campaign** straight to the sales page – optimizing for clicks.

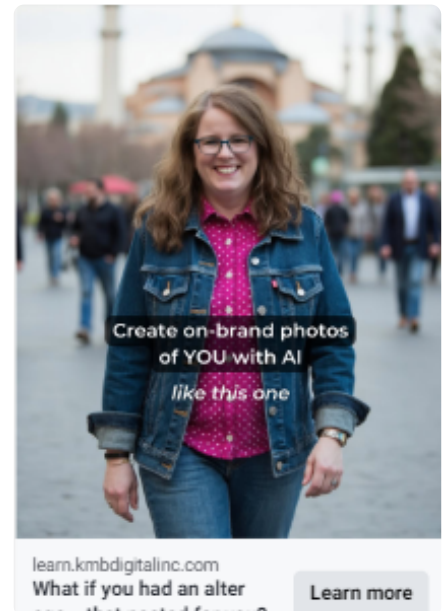
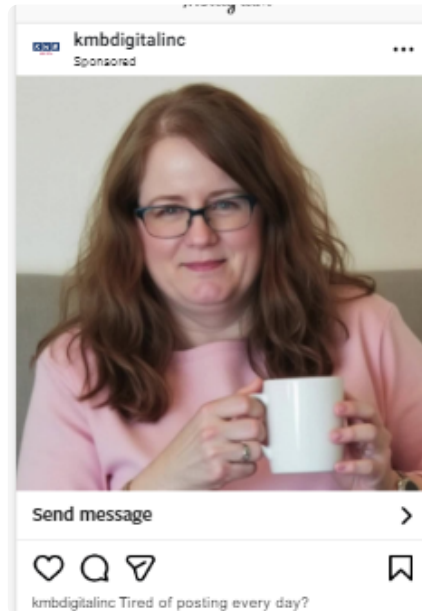
2.A **Lead campaign** to collect leads from the bridge page that was set up to collect name and email. There was an additional incentive of a bonus session to help purchasers create their AI Twin and be able to make their first post.

3.A **Messenger campaign** as an additional way to collect leads but simpler than using the bridge page.

Key Statistics & Results

\$.02 COST PER CLICK	25 NEW LEADS	45 New Conversations
3,617 Clicks to the Affiliate Sales Page	950 leads \$.07-\$.59 CPL	Cost Per Engagement Range: \$4.26-\$6.46
<p>A high volume of clicks to the sales page as confirmed by stats in the affiliate platform - over 2.7K total confirmed clicks to the page.</p> <p>Although no sales were generated from the clicks yet, there is a 90 day cookie window and the Program Owner is actively running retargeting ads so the people who clicked, may still go on to purchase.</p> <p>This was an inexpensive way to test new audiences.</p>	<p>Although Meta is reporting 950 leads, there were 25 leads collected in total which is about \$7/lead which is still pretty good. Those leads are currently in an email sequence and being nurtured.</p>	<p>This campaign brought in 45 new Instagram conversations. This test found that people wanted to click directly to the page versus giving their email so the campaign was updated on the backend after 2 days of a lot of starts but people not giving their email addresses.</p>

Some Of The Ad Creative Used



Additional Campaign Highlights & Findings

- **Timeline** - Adds were run for 26 days, not all at the same time, and each campaign had a specific test objective.
- **Optimization** - Underperforming ads were turned off after 5-7 days. The lead campaign using the same audience did not convert as well for leads, but quickly showed the funnel did not convert and would need more time & budget to optimize going forward.
- **Challenges** - The landing page did not convert well. The headline was changed quickly, but did not improve, so more copy changes and a larger budget would be needed to test further. Trying a different bonus would be a strategy to try.
- Three creatives were tested, and while all the social platforms say video is king, the static ads typically performed better.
- For the engagement campaign, it needs to be made clear in the ad copy that they need to sign up to get the link. There were a lot of “conversations” started that stopped once their email was asked for. This was changed quickly after 2-3 days, and the good thing was that the link was still shared.
- Meta stats showed the largest age demographics to be 35-44 & 65+ which was not the target audience but confirms an older demographic on the Meta platform.

GET IN TOUCH

With nearly 9 years of experience in the online business world — and as a former homeschooling mom turned entrepreneur — I know firsthand the challenges women face when trying to grow a business without burning out.

At KMB Digital Inc., my role is to be your “right-hand woman,” handling the funnels, Meta ads, and tech that often feel overwhelming.

My mission is simple: to help you build with ease, scale sustainably, and grow your business without sacrificing your family or your peace of mind.

Ready to get started? Book A Free Consultation Call Today

BOOK A CALL

KMB DIGITAL INC



Talk soon!

Karrie Chariton

