

# The \$37k and 28x ROAS Launch

| Meta Ad Case Study                | Hype Digital Ads                                                                  |
|-----------------------------------|-----------------------------------------------------------------------------------|
| Company Name                      | Industry                                                                          |
| Lisa Ganora's Herbal Constituents | Functional Phytochemistry for Clinical & Medical Herbalism and Botanical Pharmacy |

Client Overview

Offers advanced online education in herbal phytochemistry for clinical herbalists, integrative health professionals, and botanical formulators. With decades of experience in both traditional herbalism and plant chemistry, Lisa bridges science and practice in a way that is clear, engaging, and clinically relevant. The signature course, HC-1, provides a structured path for understanding the chemical nature of medicinal plants to support more confident and effective clinical decisions. The brand serves a highly qualified niche audience that includes herbalists, medical professionals, and wellness educators seeking science-backed herbal training.

## Strategy Breakdown

This was our first campaign working together, with the primary goals of increasing enrollment in the HC-1 program and expanding the email list with qualified leads.

| Problem                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Strategy                                                                                                                                                                                                                                                                                                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Last year, enrollment in the HC-1 course had plateaued, largely due to an exhausted warm audience and limited reach beyond existing students.</p> <p>On top of that, we had just one week to set up a brand new ad account, one week to generate leads for the webinar, and only four weeks to convert those leads into course enrollments. This short timeline gave us very little room to build momentum or nurture the audience.</p> <p>To overcome this, we focused on fast, strategic list growth through lead generation ads for a free masterclass, followed by urgency-driven open cart messaging and time-limited discounts to drive conversions.</p> | <p>First we got new ad account set up and pixel installed for ads and tracking.</p> <p>Our strategy focused on growing a new, qualified audience through lead generation ads for a free webinar.</p> <p>Followed by a targeted sales push with time-sensitive incentives to convert interest into course enrollments.</p> |

HYPE DIGITAL ADS

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# Key Statistics & Results

Cost Per Lead

\$1.82

Sales

\$37,100

Return on Ad Spend

28x

We had 579 new webinar leads in just 7 days (total webinar opt ins = 1,170)

We had 22 new students join HC-1 (\$1200) and 5 new students join HC-2 (\$2400). Of the 27 new students 21 came directly from Ads. Resulting over \$37k in sales.

With a \$1,070 ad spend across her webinar registrations and cart open sales campaigns we delivered a return on her ad spend of 28x

## ← Campaign Results →

| Aug 1, 2025 – Aug 31, 2025 |                             |         |                 |         |              |              |                         |                        |                      |                 |
|----------------------------|-----------------------------|---------|-----------------|---------|--------------|--------------|-------------------------|------------------------|----------------------|-----------------|
| Campaigns 1 selected X     |                             |         |                 |         |              |              |                         |                        |                      |                 |
| Ad sets for 1 Campaign     |                             |         |                 |         |              |              |                         |                        |                      |                 |
| Ads for 1 Campaign         |                             |         |                 |         |              |              |                         |                        |                      |                 |
| Columns: Custom Breakdown  |                             |         |                 |         |              |              |                         |                        |                      |                 |
| Off / On                   | Campaign                    | Results | Cost per result | Budget  | Amount spent | Results ROAS | CPM (cost per 1,000...) | CPC (cost per link...) | CTR (link click-...) | Unique outbound |
| <input type="checkbox"/>   | (LW) HC Fall 2025 Open C... | 8       | \$30.27         | \$25.00 | \$242.18     | 28.68        | \$10.32                 | \$0.73                 | 1.41%                |                 |
| <input type="checkbox"/>   | (LW) HC Fall 2025 Open C... | 2       | \$117.92        | \$35.00 | \$235.83     | 7.63         | \$15.64                 | \$1.04                 | 1.51%                |                 |
| <input type="checkbox"/>   | (LW) HC Fall 2025 Open C... | 11      | \$24.89         | \$20.00 | \$273.84     | 28.10        | \$15.69                 | \$0.96                 | 1.64%                |                 |

Working with Lindsay was a real pleasure. Her positive, can-do attitude was inspiring and contagious! She went above and beyond to work things out when we got into some complications with my previous ad account, and she put together a great campaign in a short period of time. I learned so much more about marketing because of her clear communication style and willingness to educate. I look forward to working with her on our next launch!

-Lisa Ganora



# Some Of The Ad Creative Used

**Lisa Ganora's Herbal Constituents**  
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Understanding the chemical nature of herbs brings precision and power to your work.

The Herbal Constituents course offers a structured, science-based path to mastering phytochemistry rooted in both clinical relevance and traditional herbal wisdom.

Led by Lisa Ganora, this trusted program is designed for herbalists and integrative professionals who are ready to make more informed decisions with their:

- 🌿 Extracts
- 🌿 Formulas
- 🌿 Protocols

🔥 Enrollment is open NOW and only happens once a year.

Save \$100 when you JOIN before August 14.



**Learn the science behind your herbs.**

**Enrollment is now OPEN for Herbal Constituents**

<https://www.herbalconstituents.com>  
**Learn Plant Chemistry With Confidence and Save \$100**

**Get offer**

**Lisa Ganora's Herbal Constituents**  
Sponsored · 🌱

Want to know how herbs work from the inside out?

Phytochemistry is not just academic. It is essential for understanding herbal actions, clinical safety, and formulation strategy.

Join Lisa Ganora on July 31 for a **FREE Masterclass** that brings plant chemistry into real-world clinical practice for herbalists and integrative health professionals.

- ✅ Join live on July 31
- ✅ Real-world examples. No fluff.
- ✅ Replay available if you register



**You Know the Herbs Now Master Their Chemistry**

**FREE Masterclass July 31**

[herbalconstituents.com](https://www.herbalconstituents.com)  
**Master the Science Behind Herbal Medicine**

**Sign up**

29 likes · 7 shares

Like Comment Share

**Lisa Ganora's Herbal Constituents**  
Sponsored · 🌱

Enrollment is still open 🌱 but your window to save \$50 is closing ⏰

[...See more](#)



**\$50**

0:00 / 0:28

[herbalconstituents.c...](https://www.herbalconstituents.com)  
**Last Chance to Save \$50 Before...**

**Learn more**

10 likes

Like Comment Share

27 New students for HC-1 Fall course  
1,300 added to email list  
9 New HC Intro Course students

# LET'S GET IN TOUCH

Hey Y'all I'm Lindsay!

Thank you for taking the time to explore my case study! Let's discuss whether Facebook and Instagram ads could benefit your business.

I have a strong interest in health and wellness, and supporting local businesses and course creators to succeed in the competitive online landscape.

My expertise as a Facebook ads strategist lies in developing precise Facebook ad campaigns that draw in qualified leads, boost brand visibility, and drive significant business growth.

I am eager to join your team and devise a customized strategy for you. Ads are my passion because I understand their potential impact on businesses like yours. Let me assist you in working smarter to achieve greater financial success.

*Cheers. Lindsay*

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



LINDSAYWOOD@HYPEDIGITALADS.COM  
[HYPEDIGITALADS.COM](https://hypedigitalads.com)

[CLICK HERE TO BOOK A CALL](#)