

Alison Crafts



Campaign Breakdown

Tumbler Design Challenge

Campaign Measurement

This Tumbler Design Challenge campaign had the ultimate goal to bring in more new leads to the design challenge. The Challenge had a \$10 fee which increases the cost per conversion but also rids us of anyone signing up for random free things.

When lead generation campaigns have a fee, people don't always convert the first time they see the advertisement. They come back after they have made a purchase decision. These advertisements acted as mainly the first touchpoint for the challenge.

- Goal: 50 leads
- Paid ads leads total: 73
- Cost per paid lead: \$6.84

Cost per click (CPC): \$0.45
which is 42 better than
the industry average

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Luan was great to work with. She is very knowledgeable and extremely supportive throughout the process! As someone who had never run ads before, she took her time with me explaining everything and made sure I was happy with how things were going!

- Alison