

Anna Mason Art



Campaign Breakdown

Free Paint Class Opt-In Ongoing Campaign

Campaign Measurement

This campaign was created to capture more email subscriber leads for Anna Mason Art. The campaign promoted a free paint class that people can take in exchange for their email. The audience for this campaign was a Cold Audience, defined as, "People who are unaware of your brand but fall into your target audience because of what they are interested in, their demographics, or their online behaviours." Below are results from Sept. 20th, 2021 to Nov. 30th, 2021.

- Industry average cost per click: \$1.06
- Cost per click (CPC) achieved: \$0.11
- Cost per lead (CPL) achieved: \$0.49
- Total leads captured: 2,867

CPC of \$0.95 less than the industry average

CPL of \$0.49 USD which is 19X better than industry average

Anna
Mason



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Working with Luan has been a fantastic experience. We were feeling a bit lost with FB ads but her insights and support have meant we now have a solid campaign that is outperforming all of our previous campaigns. We've learned loads in the process, and have very much enjoyed working with her. Thanks Luan!

- Anna Mason