

Quinn Tempest



Campaign Breakdown

Purpose Quiz Campaign 2021

Campaign Measurement

Quinn Tempest had an opt-in email campaign running for over a year when she asked me to optimize it. The new optimized campaign was re-created with new copy, visuals, and campaign strategy.

Results before refreshed & optimized by Luan Jardine:

- Newsfeed Campaign cost per lead: \$1.31
- Story Campaign cost per lead: \$1.93

Results *after* refreshed & optimized by Luan Jardine:

- Warm Audience cost per lead: \$0.79
- Cold Audience cost per lead: \$1.07

Previous Campaign: \$1.62 CPL
Refreshed Campaign: \$0.91 CPL

Cost per lead decreased
\$0.71

Numbers as of 08.09.2021

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Campaign Breakdown

Create Your Purpose Campaign 2021

Campaign Measurement

This campaign was to promote the free Create Your Purpose Challenge in July 2021. This campaign acted as a promotion to Quinn Tempest's online community, Create Your Purpose Collective. This is an annual challenge that Quinn has. In 2021 she brought me on to manage her ad campaign. See results below.

- 2020 total cost per lead: \$9
- 2021 total cost per lead: \$5.25

After this campaign, we ran ads to encourage people to apply to The Collective. 9 new members joined creating a 6 times ROAS.

Cost per lead
decreased \$3.75

Accomplished a 6
times return on ad
spend

Quinn Tempest



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I loved working with Luan! I've been looking for someone who could feel like a true partner in ads for a long time. After a few false starts with other people, working with Luan felt so easeful and supportive. I feel like she truly cares about what I'm doing, understands my mission, and rises to meet me right where I am while sprinkling in her expertise and technical wizardry that is beyond me. And of course, I love that Luan was able to reduce my CPL and set my campaigns up for long-term success.

Luan is such a clear communicator and made me feel confident in not only understanding the strategy you implemented but feeling like I was part of it, too.

- Quinn Tempest