

RESULTIFY MEDIA

MEDIA BUYING PORTFOLIO

GOOGLE ADS & META ADS

Case#1

Platform: Google

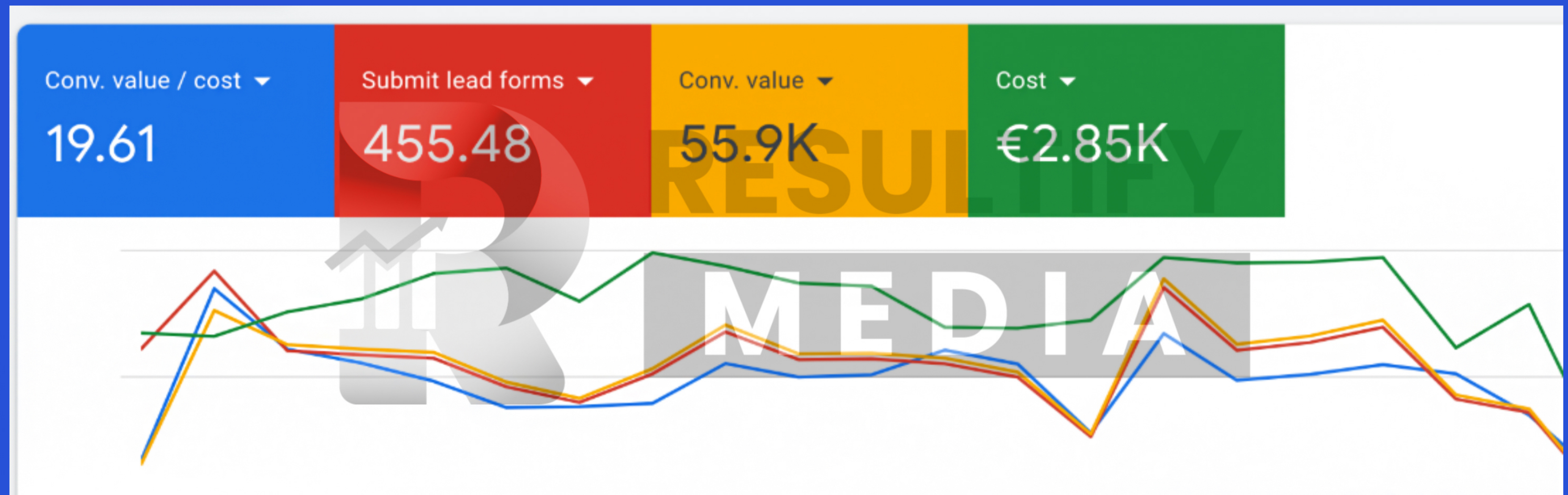
Ads Spent: €2850

Leads: 455

Return on Ads Spent: 8x

Revenue Generated: €22,230

Country: Ireland



Case#2

Platform: Meta

Ads Spent: \$582,646

Website Purchases: 6,087

Return on Ads Spent: 5x

Revenue Generated: \$3,037,413

Country: USA

Results	Reach	Impressions	Cost per result	Amount spent ↓	Ends	
1,854 [2] Website purchases	1,099,326	4,043,782	\$47.13 [2] Per Purchase	\$87,384.22	Ongoing	
1,378 [2] Website purchases	950,802	3,627,831	\$36.96 [2] Per Purchase	\$50,925.48	Ongoing	
617 [2] Website purchases	1,065,421	3,114,825	\$74.91 [2] Per Purchase	\$46,216.85	Ongoing	
514 [2] Website purchases	414,790	1,109,331	\$43.20 [2] Per Purchase	\$22,205.02	Ongoing	
406 [2] Website purchases	323,523	912,647	\$44.02 [2] Per Purchase	\$17,870.35	Ongoing	
507 [2] Website purchases	425,088	845,243	\$32.53 [2] Per Purchase	\$16,490.42	Ongoing	
250 [2] Website purchases	281,752	666,560	\$62.70 [2] Per Purchase	\$15,676.12	Ongoing	
384 [2] Website purchases	458,881	761,395	\$40.22 [2] Per Purchase	\$15,444.81	Ongoing	
177 [2] —	38,633	342,017	\$71.07 [2] —	\$12,738.00	Ongoing	
	4,976,283	32,112,473		\$582,646.16		

Case#3

Platform: Meta

Ads Spent: \$1,892

Website Purchases: 129

Messaging Conversations: 634

Return on Ads Spent: 5x

Revenue Generated: \$9796

Country: USA

Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
7-day click or ...	.16 [2] Website purchases	14,244	17,257	\$1.16 [2] Per Purchase	\$18.54	Ongoing
7-day click or ...	.14 [2] Website purchases	11,260	14,639	\$1.34 [2] Per Purchase	\$18.76	Ongoing
7-day click or ...	.112 [2] Messaging conver...	31,107	36,544	\$0.20 [2] Per Messaging Co...	\$21.99	Ongoing
7-day click or ...	.46 [2] Messaging conver...	18,375	26,182	\$0.47 [2] Per Messaging Co...	\$21.43	Ongoing
7-day click or ...	.83 [2] Messaging conver...	18,312	23,631	\$0.26 [2] Per Messaging Co...	\$21.87	Ongoing
7-day click or ...	.393 [2] Messaging conver...	33,655	57,035	\$0.11 [2] Per Messaging Co...	\$44.37	Ongoing
7-day click or ...	.33 [2] Website purchases	20,160	33,403	\$1.72 [2] Per Purchase	\$56.82	Ongoing
7-day click or ...	.39 [2] Website purchases	56,417	76,982	\$1.46 [2] Per Purchase	\$57.04	Ongoing
7-day click or ...	.27 [2] Website purchases	57,618	80,203	\$2.12 [2] Per Purchase	\$57.16	Ongoing
7-day click or ...	—	1,000,016 Accounts Center acco...	2,397,443 Total	—	\$1,892.64 Total Spent	

Case#4

Platform: Google

Ads Spent: dh2141

Conversions: 186

Return on Ads Spent: 6x

Revenue Generated: 13,950

Country: UAE



Case#5

Platform: Meta

Ads Spent: \$2710

Leads: 928

Return on Ads Spent: 6x

Revenue Generated: \$17,964

Country: USA

ff / On	Ad	Results	Reach	Impressions	Cost per result	Cost per result
☒	ren 1	192 On-Facebook Leads	39,572	78,471	\$2.99	Per On-Facebook Le...
☒	logan	28 On-Facebook Leads	4,586	6,301	\$2.08	Per On-Facebook Le...
☒	ren 1	282 On-Facebook Leads	86,453	249,308	\$2.81	Per On-Facebook Le...
☒	ren 1	322 On-Facebook Leads	129,929	276,055	\$2.78	Per On-Facebook Le...
☒	logan	1 On-Facebook Lead	404	475	\$2.92	Per On-Facebook Le...
☒	logan	11 On-Facebook Leads	4,050	6,978	\$3.97	Per On-Facebook Le...
☒	logan	— On-Facebook Lead	190	207	—	Per On-Facebook Le...
☒	ren 1	92 On-Facebook Leads	24,883	59,039	\$3.78	Per On-Facebook Le...
Results from 8 ads ⓘ		928 On-Facebook Leads	260,435 People	676,834 Total	\$2.92	Per On-Facebook Leads

Case#6

Platform: Google

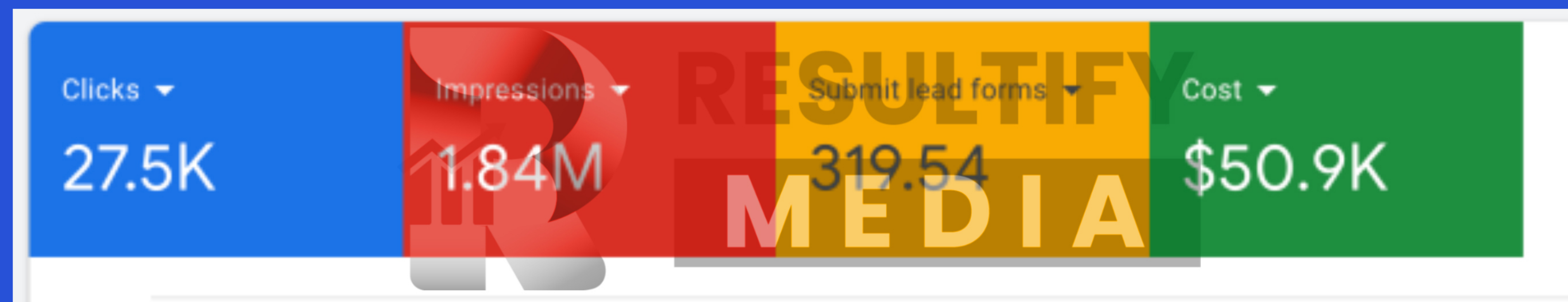
Ads Spent: \$50,900

Leads: 319

Return on Ads Spent: 6x

Revenue Generated: \$320,670

Country: USA



Case#7

Platform: Meta

Ads Spent: \$981

Messaging Conversations: 3982

Return on Ads Spent: 8x

Revenue Generated: \$8000

Country: USA

☒	Post: "New Admission for new batch on 6 Mo...	2,312 [2]	1,293,075	3,900,929	\$0.23 [2]	\$542.34
	Messaging conver...				Per Messaging Co...	
☒	Post: "New Admission for new batch on 6 Mo...	433 [2]	375,616	831,371	\$0.36 [2]	\$156.18
	Messaging conver...				Per Messaging Co...	
☐	Post: "Are you stuck or confused, what decisi...	335 [2]	541,054	941,198	\$0.19 [2]	\$64.64
	Messaging conver...				Per Messaging Co...	
☐	Post: "Say goodbye to the reliance on harsh ...	308 [2]	145,408	301,359	\$0.20 [2]	\$61.51
	Messaging conver...				Per Messaging Co...	
☐	Post: "Say goodbye to the reliance on harsh ...	261 [2]	101,407	187,252	\$0.19 [2]	\$50.00
	Messaging conver...				Per Messaging Co...	
☐	Post: "Are you stuck or confused, what decisi...	165 [2]	244,161	417,740	\$0.20 [2]	\$32.43
	Messaging conver...				Per Messaging Co...	
☒	Post: "New Admission for new batch on 6 Mo...	133 [2]	120,576	195,698	\$0.26 [2]	\$35.00
	Messaging conver...				Per Messaging Co...	
☐	Post: "New Admission for new batch on 6 Mo...	35 [2]	25,672	36,113	\$0.35 [2]	\$12.10
	Messaging conver...				Per Messaging Co...	
Results from 12 campaigns ⓘ		—	1,959,951	7,004,789	—	\$981.52
			Accounts Center acco...	Total		Total Spent

Case#8

Platform: Google

Ads Spent: \$22,168

Conversations: 247

Return on Ads Spent: 5.5x

Revenue Generated: \$121,922

Country: USA

Clicks	Conversions ▼	Cost / conv. ▼	Cost	⋮
6.85K	247.49	\$89.57	\$22.2K	

Case#9

Platform: Meta

Ads Spent: \$496

Conversions: 106 Website Leads

Return on Ads Spent: 7x

Revenue Generated: \$3500

Country: USA

Results	Reach	Impressions	Cost per result	Amount spent
31 [2] Website leads	4,163	7,788	\$4.95 [2] Per Lead	\$153.58
4 [2] Website leads	1,281	1,538	\$7.61 [2] Per Lead	\$30.45
39 [2] Website leads	4,721	7,707	\$3.59 [2] Per Lead	\$139.90
21 [2] Website leads	3,784	5,364	\$5.56 [2] Per Lead	\$116.66
11 [2] Website leads	1,705	2,740	\$5.13 [2] Per Lead	\$56.40
106 [2] Website leads	11,820 People	25,137 Total	\$4.69 [2] Per Lead	\$496.99 Total Spent