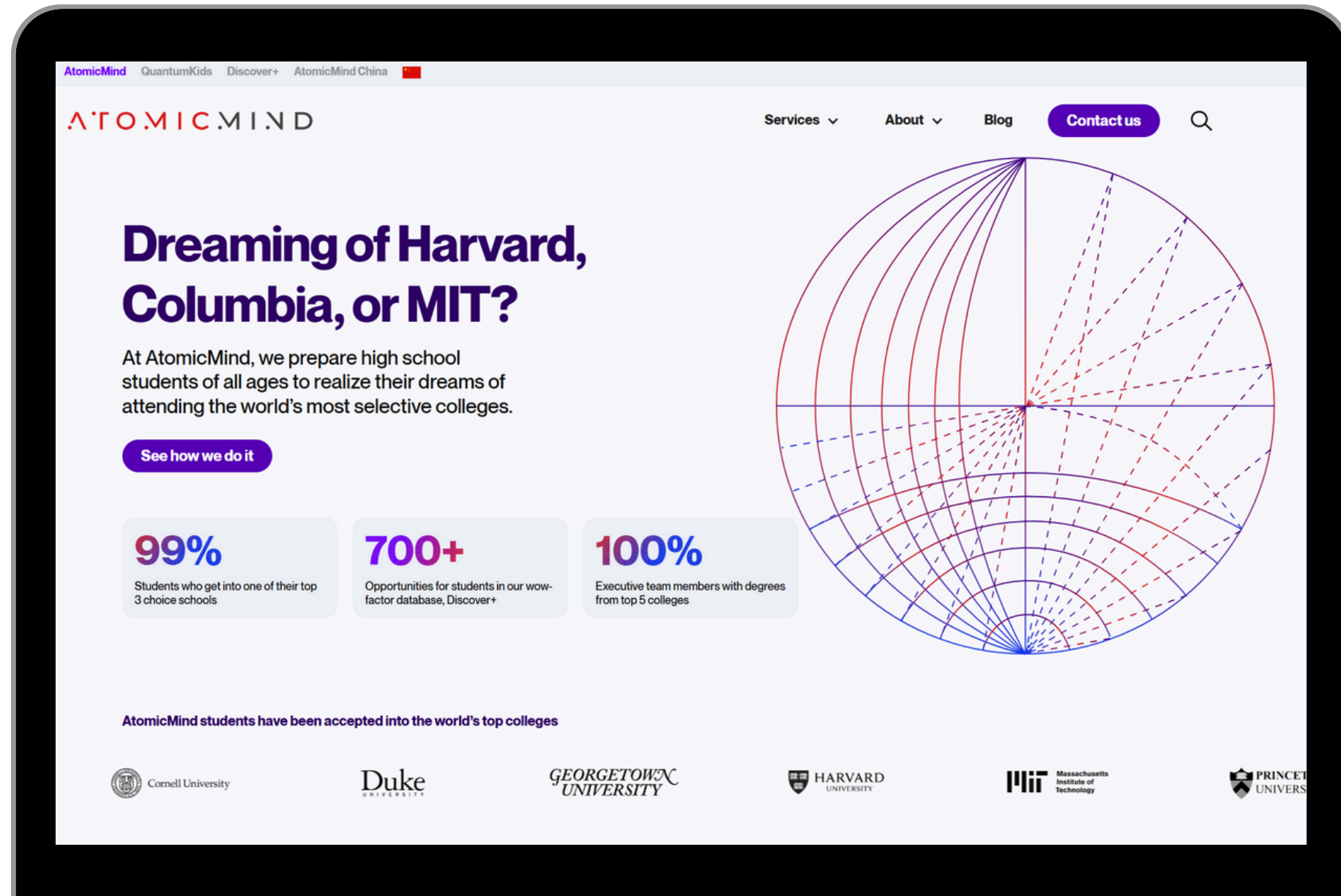


Paid Media Case Study - 3 Month Trial Results

July 2024 - October 2024



Results

- **\$29.23 overall CPA with 167 total conversions**

- **7.06% CTR (which is above industry average)**

- **Accounted for 96% of total conversions**

About AtomicMind

AtomicMind is a premium college admissions consulting firm specializing in helping students gain acceptance to elite universities and Ivy League schools. Their service targets affluent families who can invest significantly in their children's educational future.

Initial Situation

- No established digital marketing presence in the US market
- Previous campaign: \$721.91 spent with zero conversions
- No clear understanding of target audience demographics
- Limited creative assets and no video content
- Website tracking needed verification
- Peak season (August-September) approaching rapidly - Needed to get campaigns up quick.

Campaign Requirements & Constraints

Lead Quality Requirements

- ✓ Hyper-targeted generation focused on final-stage prospects
- ✓ Exclusively highly affluent prospects

Financial Parameters

- ✓ \$500 projected cost per acquisition
- ✓ \$5,000 initial test budget

Timeline Constraints

- ✓ Launch before August-September peak season
- ✓ 7-day average close period

Success Metrics

- ✓ Exceeded 3 closed deals target
- ✓ Focus on senior year student conversions

Success Requirements

1. **Generate** qualified leads resulting in closed sales.
2. **Establish** clear cost per converted lead metrics.
3. **Identify** effective tactics for reaching affluent families.
4. **Create** scalable framework for future platform expansion.

Campaign Evolution

Fresh Start

New Google Ads account after unsuccessful Performance Max campaign

Primary Focus

Conversion-driven strategy vs brand awareness

Budget

\$5,000 test budget (\$4,881.80 utilized)

Initial Challenges

- No established digital presence
- Previous campaign: 0 conversions
- Limited creative assets

Strategic Approach

- Focus on conversion tracking
- Emphasis on data collection
- Iterative optimization

Campaign Architecture

Prospecting Campaign

Investment: \$3,712.00

161 conversions

\$23.06 CPA

7.06% CTR

18,890 impressions

1,334 clicks

Competitive Campaign

Investment: \$447.89

6 conversions

\$74.65 CPA

2.57% CTR

3,305 impressions

85 clicks

What Worked Well

Targeting Strategy

Specific "How-To" ad groups

Individual Ivy League focus

Clear demographic targeting

Geographic Focus

Key markets: NY, TX, FL, CA, GA

Concentrated high-performing regions

🎯 Strategic Recommendations

Immediate Actions

- Expand successful "How-To" ad groups
- Launch branded campaign
- Refine competitive targeting

Future Expansion

- Test social media platforms
- Develop school-specific campaigns
- Expand geographic targeting

- ① Estimated Additional Monthly Budget Required: \$10,000-15,000 to implement all recommendations while maintaining current performance levels.

📈 Key Performance Insights

Exceeded Targets

- Achieved \$29.23 CPA vs projected \$500
- Generated 167 conversions vs target of 3
- 7.06% CTR on prospecting campaign

Areas for Optimization

- Competitive campaign CPA needs refinement
- Branded campaign not yet implemented
- Limited geographic reach

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