

Lead Generation & E-Commerce Strategies for Business Owners & Agency Owners



ATTENTION BUSINESS OWNERS

Are you a small or medium size business owner looking for high-quality, personalized payroll service?

Contact us
25+ employees

PayPro, Inc.

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Off / On	Ad set	Results	Reach	Impressions	Cost per result	Amount spent
<input checked="" type="checkbox"/>	00 - [INTERESTS] - Medium And Big Business ...	— On-Facebook Lead	161	174	— Per On-Facebook Le...	\$15.94
<input checked="" type="checkbox"/>	00 - [LOOKALIKE 1%] - LEADS	123 On-Facebook Leads	3,831	5,526	\$5.50 Per On-Facebook Le...	\$676.06
<input checked="" type="checkbox"/>	00 - [INTERESTS] - Payroll Companies	2 On-Facebook Leads	2,716	5,378	\$155.15 Per On-Facebook Le...	\$310.30
<input checked="" type="checkbox"/>	00 - [INTERESTS] - Payroll	86 On-Facebook Leads	3,790	5,389	\$6.37 Per On-Facebook Le...	\$548.17
<input type="checkbox"/>	00 - [INTERESTS] - Medium And Big Business	53 On-Facebook Leads	2,365	3,444	\$5.62 Per On-Facebook Le...	\$297.83
	Results from 5 ad sets	264 On-Facebook Leads	10,801 Accounts Center acco...	19,911 Total	\$7.00 Per On-Facebook Leads	\$1,848.30 Total Spent

Niche: Payroll Service

Over the course of 4 months we generated a total of 264 leads at an average cost of \$7.21 per lead.

Off / On	Ad set	Results	Reach	Impressions	Cost per result	Amount spent
<input checked="" type="checkbox"/>	00 - LKL 3% Purchase 60D (+missouri + india...	120 ^[2] Website purchases	46,600	80,667	\$12.84 ^[2] Per Purchase	\$1,541.00
<input checked="" type="checkbox"/>	00 - LKL 2% highticket (180D)	393 ^[2] Website purchases	139,054	280,615	\$11.83 ^[2] Per Purchase	\$4,650.30
<input checked="" type="checkbox"/>	00 - LKL 2% Purchase 30D (+missouri + india...	1,014 ^[2] Website purchases	276,319	755,085	\$11.13 ^[2] Per Purchase	\$11,286.67
<input type="checkbox"/>	01 - LKL 3% Purchase 60D [top 6 states]	29 ^[2] Website purchases	12,778	20,941	\$13.41 ^[2] Per Purchase	\$389.01
<input type="checkbox"/>	00 - LKL 2% highticket (180D) - new ad	36 ^[2] Website purchases	14,657	28,317	\$10.54 ^[2] Per Purchase	\$379.44
<input type="checkbox"/>	00 - LKL 2% Purchase > 2x (180D)	6 ^[2] Website purchases	3,457	3,888	\$12.55 ^[2] Per Purchase	\$75.30
<input type="checkbox"/>	00 - Lookalike (1%) - [IG] - Engaged ALL - 180D	2 ^[2] Website purchases	862	923	\$6.60 ^[2] Per Purchase	\$13.19
<input type="checkbox"/>	00 - LKL 5% Purchase 30D	4 ^[2] Website purchases	4,201	4,704	\$21.39 ^[2] Per Purchase	\$85.54
<input type="checkbox"/>	00 - LKL 2% Purchase 30D	391 ^[2] Website purchases	112,864	244,033	\$9.33 ^[2] Per Purchase	\$3,648.71
	Results from 28 ad sets	2,848 ^[2] Website purchases	486,844 Accounts Center acco...	1,986,379 Total	\$11.00 ^[2] Per Purchase	\$31,313.89 Total Spent

Niche: Beauty (Ecommerce)

Over the course of 17 months we successfully achieved a total of 2,848 website purchases at an average cost of \$11 per purchase.



**DIDN'T LIKE YOUR
CASH OFFER?**
WE HAVE A SOLUTION FOR YOU!



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CASH OFFER?**



Off / On	Ad set	Results	Reach	Impressions	Cost per result	Amount spent
<input checked="" type="checkbox"/>	[VP] 00 - Interests - Home Sellers - Video Ad	12 On-Facebook Leads	1,032	1,775	\$12.90 Per On-Facebook Le...	\$154.75
<input checked="" type="checkbox"/>	[VP] 00 - Interests - Home Sellers	283 On-Facebook Leads	27,128	44,779	\$7.44 Per On-Facebook Le...	\$2,105.60
<input checked="" type="checkbox"/>	[VP] 01 - Interests - Recommended	363 On-Facebook Leads	26,456	51,146	\$7.51 Per On-Facebook Le...	\$2,726.91
	Results from 3 ad sets	658 On-Facebook Leads	47,168 Accounts Center acco...	97,700 Total	\$7.58 Per On-Facebook Leads	\$4,987.26 Total Spent

Niche: Real Estate

Over the course of 9 months we generated a total of 658 leads at an average cost of \$7.58 per lead.



Off / On	Ad set	Results	Reach	Impressions	Cost per result	Amount spent
<input checked="" type="checkbox"/>	Business Owners + Advertising + Times Squa...	22 On-Facebook Leads	14,120	21,996	\$15.12 Per On-Facebook Le...	\$332.56
<input checked="" type="checkbox"/>	Marketing	518 On-Facebook Leads	204,964	456,738	\$13.01 Per On-Facebook Le...	\$6,737.38
<input checked="" type="checkbox"/>	Business Owners - New creatives	53 On-Facebook Leads	34,085	50,775	\$16.12 Per On-Facebook Le...	\$854.55
	Results from 3 ad sets ⓘ	593 On-Facebook Leads	232,878 Accounts Center acco...	529,509 Total	\$13.36 Per On-Facebook Leads	\$7,924.49 Total Spent

Niche: Billboard Advertising

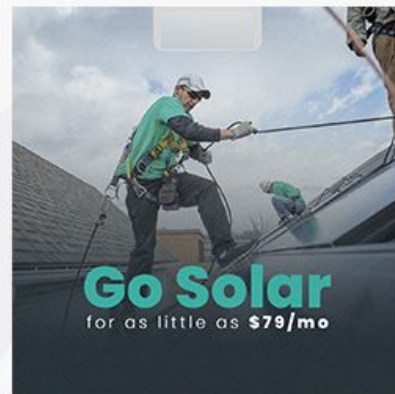
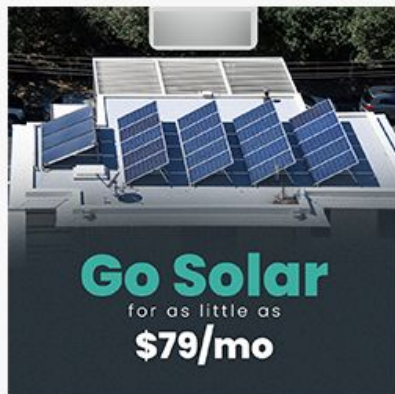
Over the course of 2 months we generated a total of 593 leads at an average cost of \$13.3 per lead.



Ad group	Conven	Cost / conv.	All conv.	Impr.	Clicks	CTR	Avg. CPC	Cost
00 - Flood Insurance	1,540.00	\$19.93	1,541.00	93,556	4,115	4.40%	\$7.46	\$30,698.75
[TL - S.] Offline Conversion - Lead Form	653.00	-	653.00	-	-	-	-	-
[TL - S.] Offline Conversions - Deals Bound	71.00	-	71.00	-	-	-	-	-
Calls from ads	787.00	-	788.00	-	-	-	-	-
Phone Call	29.00	-	29.00	-	-	-	-	-
Total: Filtered ad groups	1,540.00	\$19.93	1,541.00	93,556	4,115	4.40%	\$7.46	\$30,698.75

Niche: Flood Insurance

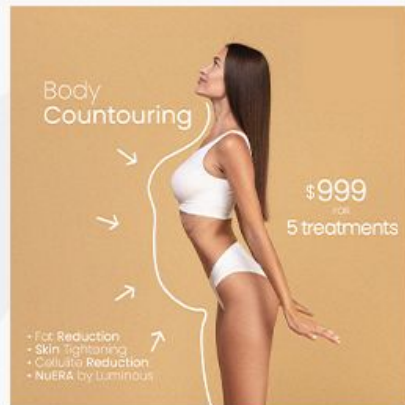
Over the course of 7 months we successfully achieved 1,540 conversions at an average cost of \$19.9 per conversion.



Off / On	Campaign	Delivery ↑	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
<input checked="" type="checkbox"/>	[NAA-VP][LEADS] Solar Panels	Active	Highest volume	\$25.00 Daily	7-day click or ...	39 On-Facebook Leads	13,313	31,450	\$31.59 Per On-Facebook Le...	\$1,231.95
	Arizona				7-day click or ...	19	7,470	16,878	\$33.51	\$636.74
	Florida				7-day click or ...	—	—	3	—	\$0.22
	Nevada				7-day click or ...	20	5,843	14,564	\$29.75	\$594.95
	Oregon				7-day click or ...	—	—	1	—	\$0.01
	Pennsylvania				7-day click or ...	—	—	1	—	\$0.00
	Texas				7-day click or ...	—	—	1	—	\$0.01
	Utah				7-day click or ...	—	—	2	—	\$0.02
	Results from 1 campaign				7-day click or ...	39 On-Facebook Leads	13,313 Accounts Center acco...	31,450 Total	\$31.59 Per On-Facebook Leads	\$1,231.95 Total Spent

Niche: Solar Panels

Over the course of 2 months, we generated a total of 39 leads at an average cost of \$31.59 per lead.



Off / On	Campaign	Delivery ↑	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
<input checked="" type="checkbox"/>	[ET - A2] [Lead Generation] - Botox	Active	Highest volume	\$22.22 Daily	7-day click or ...	85 On-Facebook Leads	38,758	94,462	\$20.36 Per On-Facebook Le...	\$1,730.49
<input type="checkbox"/>	[ET - A2] [Lead Generation] - Versa (Filler)	Off	Highest volume	\$11.11 Daily	7-day click or ...	43 On-Facebook Leads	13,889	35,318	\$22.67 Per On-Facebook Le...	\$974.66
<input type="checkbox"/>	[ET - A2] [Lead Generation] - Laser Hair Remo...	Off	Highest volume	\$11.11 Daily	7-day click or ...	23 On-Facebook Leads	18,820	42,575	\$26.63 Per On-Facebook Le...	\$612.38
<input type="checkbox"/>	[ET - A2] [Lead Generation] - Microneedling	Off	Highest volume	\$6.25 Daily	7-day click or ...	— On-Facebook Lead	742	910	— Per On-Facebook Le...	\$40.71
<input type="checkbox"/>	[ET - A2] [Lead Generation] - Body Sculpting View charts Edit Duplicate Pin	Off	Highest volume	\$12.00 Daily	7-day click or ...	9 On-Facebook Leads	4,064	8,792	\$33.57 Per On-Facebook Le...	\$302.14
<input type="checkbox"/>	[ET] [Lead Generation] [CBO] - Laser Training	Off	Highest volume	\$25.00 Daily	7-day click or ...	57 On-Facebook Leads	20,300	50,327	\$12.68 Per On-Facebook Le...	\$722.59
Results from 6 campaigns					7-day click or ...	217 On-Facebook Leads	73,624 Accounts Center acco...	232,384 Total	\$20.20 Per On-Facebook Leads	\$4,382.97 Total Spent

Niche: Medspa

Over the course of 5 months, we generated a total of 217 leads at an average cost of \$20.20 per lead.

Live Advertising Reports

SUMMARY

AMOUNT SPENT

\$2,556.85

REACH

62,592

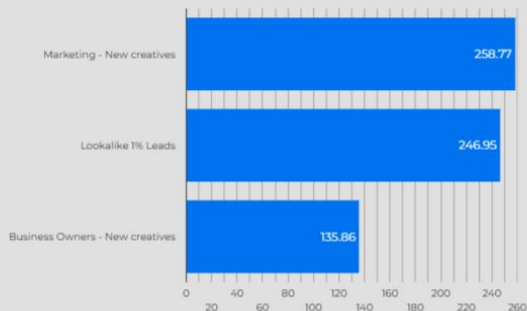
FACEBOOK LEADS

366

CPL (COST PER LEAD)

\$6.99

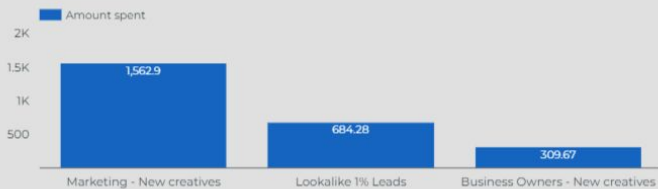
COST PER LEAD BY AUDIENCE (AD SETS)



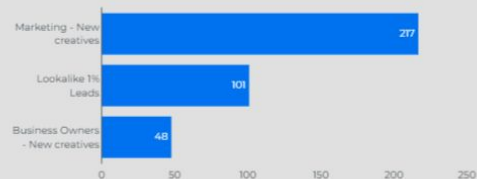
LEADS BY WEEK



ADVERTISING COST BY SERVICES



CONVERSIONS BY AUDIENCE (AD SETS)



Custom Audience

We're experts in aiming at the best audience for your niche!

Locations

Location:

- United States: Boston (+10 mi) Massachusetts; New York (+10 mi) New York; Philadelphia (+10 mi) Pennsylvania

Age

25 - 65+

Gender

All genders

Detailed targeting

People who match:

- Interests: Media agency, Conversion marketing, Lead generation, Digital marketing, Marketing strategy, Online advertising, Advertising or Advertising agency

And must also match:

- Interests: Customer relationship management, Broadway (Manhattan) or Times Square

Advantage Detailed Targeting: **+**

- Off

Languages

- English (UK) or English (US)

United States

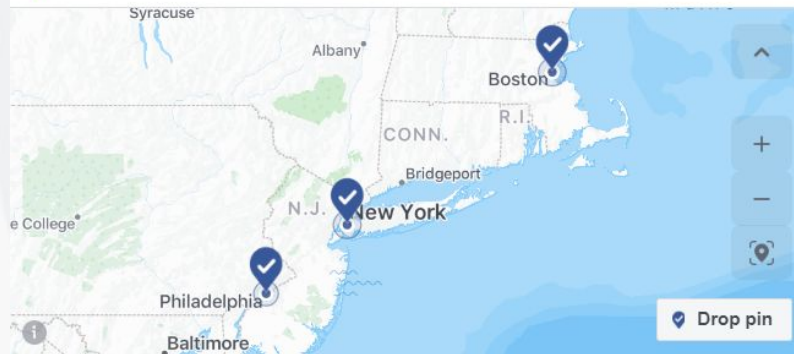
Boston, Massachusetts City + 10mi ▼

New York, New York City + 10mi ▼

Philadelphia, Pennsylvania City + 10mi ▼

Include

Browse





We'll Get You Qualified Leads

**Are you interested in Skin
Tightening LED Facial?**

Yes

No

Contact information 

Your information is safe and will never be shared.

Full name

Enter your answer.

Email

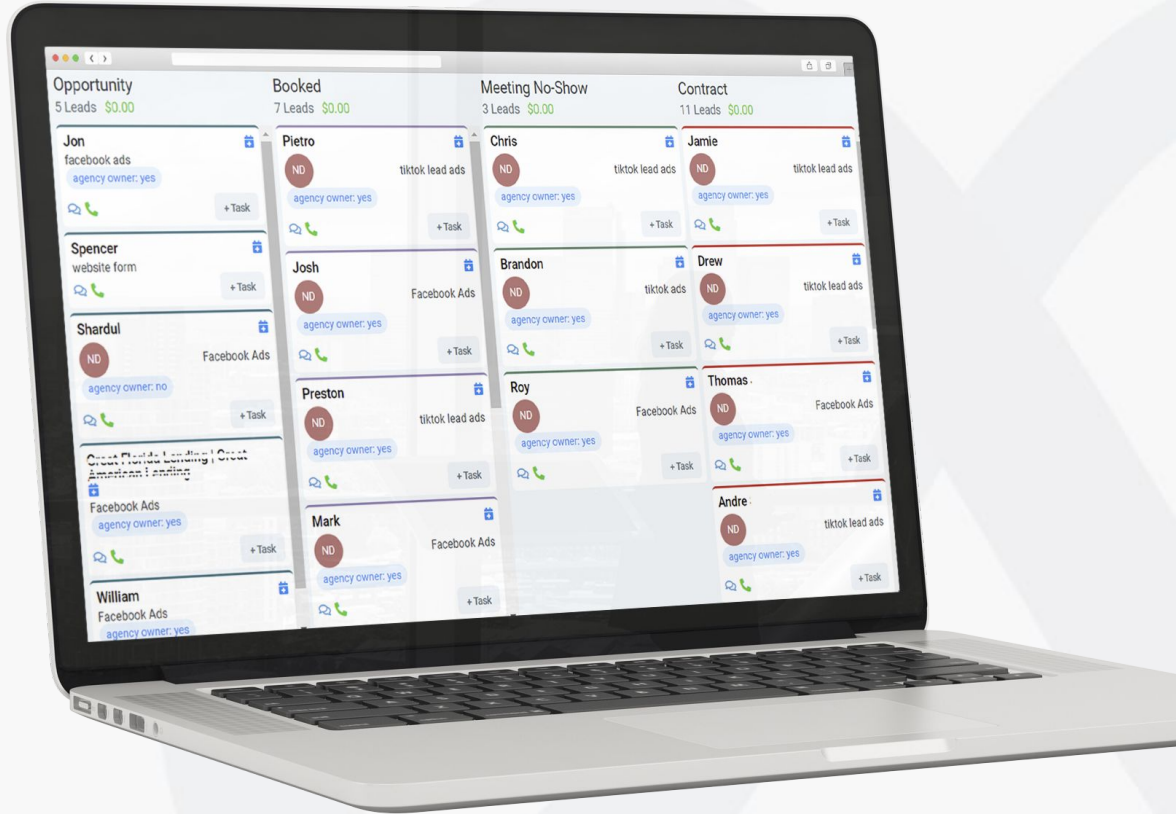
Enter your answer.

Phone number

Enter your answer.

YOUR CUSTOM GHL CRM IS INCLUDED

- ▶ We'll build and automate your CRM and leads will populate with all the information needed to convert them into new business.





THANKS!



Any questions?

