Paid Social

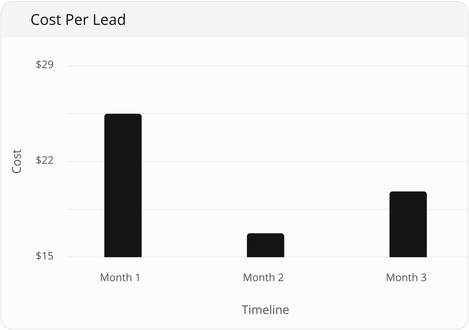
Fitness Account Case Study

Monthly Spend: $1500

↑ 59%

Leads

Before	Results
57	76



↓ 37.3%

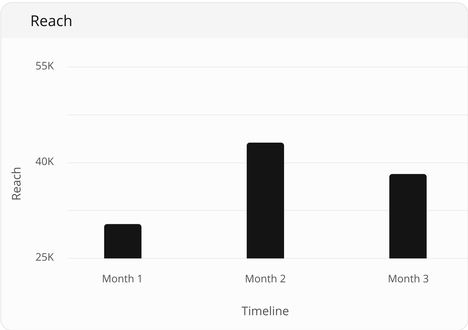
Cost Per Lead

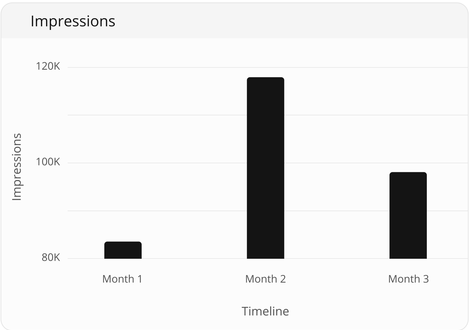
Before	Results
$26.80	$18.81

↑ 60%

Reach

Before	Results
29,657	37,987





↑ 47%

Impressions

Before	Results
80,996	94,754

How We Did It

- Weekly Recurring Optimizations
- Creative Testing
- Copy Testing
- Audience Refinement
- Campaign Structure Improvements