conversions
for clients

KNOW YOUR TROUBLSHOOTING KPI'S

☐ CPL (COST PER LEAD OR RESULT)

- THIS DEPENDS SO MUCH ON YOUR CLIENT AND THEIR INDUSTRY. ONCE YOU KNOW THE KPI'S FOR THEIR INDUSTRY THEN YOU WILL BE ABLE TO BETTER EVALUATE
- REMEMBER A CHEAP LEAD IS NOT ALWAYS A GOOD LEAD
- WHAT YOUR CLIENT PAYS FOR AN EMAIL OPT-IN WILL NOT BE THE SAME PRICE THEY PAY FOR A WEBINAR OR LAUNCH AD

☐ CONVERSION ON LANDING PAGE

- CUSTOMIZE YOUR COLUMNS TO SHOW "UNIQUE OUTBOUND CLICKS"
- CHECK THE AMOUNT OF LEADS AND DIVIDE.
- EX: 30 LEADS AND 100 UNIQUE OUTBOUND CLICKS = .3 (30%)
- YOU WANT A MINIMUM OF 20% BUT CLOSER TO 30% THE HIGHER THE CONVERSION THE LOWER THE COST PER LEAD

☐ OUTBOUND UNIQUE CTR

- UNDER CUSTOMIZE COLUMNS SELECT LINK OUTBOUND UNIQUE CTR
- YOU WANT THIS NUMBER TO BE 1% OR HIGHER
- IF IT IS LOWER BUT YOU ARE STILL GETTING GOOD RESULTS THAT DOESN'T MEAN YOU SHUT OFF THE AD

KNOW YOUR TROUBLSHOOTING KPI'S

☐ FREQUENCY

- UNDER CUSTOMIZE COLUMNS SELECT FREQUENCY
- KEEP THIS UNDER 7 FOR THE MOST PART
- RETARGETING ADS WILL HAVE A HIGHER FREQUENCY BECAUSE THE AUDIENCE IS SMALLER AND THAT'S OKAY

☐ RETURN ON AD SPEND (ROAS)

- UNDER CUSTOMIZE COLUMNS SELECT ROAS
- THIS DEPENDS ON THE CLIENT AND WHAT THEY ARE LOOKING FOR. THE HIGHER THE ROAS THE BETTER!