

LAZERROOM

- Google Ads
- Facebook Ads



WHAT WE DID:

01: Launched the Google Ads

02: Created a converting funnel
for Facebook Ads

03: Connected 2 types of analytics
and managed the CRM systems

RESULTS

Projects need to try more than 1-2 traffic sources. This way you have more chances to attract a bigger part of the target audience and find the best working channel.

Due to the fact that advertising on FB is low-cost, this gives us the opportunity to receive leads at an affordable price.

Advertising Budget:
\$125,000

CPL:
\$8

Leads:
15,625

PROOFS

Бюджет всего (\$)	п-во конверсий	вс	Конверсия Пазерка	Конверсия SMAS	Конверсия Удаление тату	Показы всего	Показы Пазерка	Показы SMAS	Показы Удаление тату	Кликов всего	CTR	CPM	Цена клика
71.88	6		6			19150	19150			191	1.00%	3.75	0.38
71.94	5		5			15753	15753			155	0.98%	4.57	0.46
61.94	5		5			15125	15125			180	1.19%	4.10	0.34
43.69	6		6			10189	10189			106	1.04%	4.29	0.41
46.44	3		3			11446	11446			71	0.62%	4.06	0.65
67.33	2		2			10465	10465			155	1.48%	6.43	0.43
0	0					0				0	0.00%	0.00	0.00
0	0					0				0	0.00%	0.00	0.00
0	0					0				0	0.00%	0.00	0.00
0	0					0				0	0.00%	0.00	0.00
0	0					0				0	0.00%	0.00	0.00
0	0					0				0	0.00%	0.00	0.00
0	0					0				0	0.00%	0.00	0.00
0	0					0				0	0.00%	0.00	0.00
0	0					0				0	0.00%	0.00	0.00
79.01	14			14		9780		9780		372	3.80%	8.08	0.21
67	16			16		9490		9490		488	5.14%	7.06	0.14
61.03	17			17		8990		8990		457	5.08%	6.79	0.13
54.95	7			7		10295		10295		602	5.85%	5.34	0.09
59.22	10			10		7006		7006		388	5.54%	8.45	0.15
60.87	10			10		7537		7537		469	6.22%	8.08	0.13
51.22	4			4		6160		6160		293	4.76%	8.31	0.17
60.86	17			17		7219		7219		305	4.22%	8.43	0.20
116.47	23			23		14382		14382		703	4.89%	8.10	0.17
120.22	32			32		17940		17940		856	4.77%	6.70	0.14
115.09	12			12		15370		15370		669	4.35%	7.49	0.17
134.46	18			18		14686		14686		609	4.15%	9.16	0.22
151.62	15			15		19929		19929		696	3.49%	7.61	0.22
211.22	13		1	12		25668	5383	20285		1018	3.97%	8.23	0.21
117.63	9			9		13077		13077		635	4.86%	9.00	0.19
175.12	13		4	9		36046	23837	12209		1524	4.23%	4.86	0.11
100.19	4			4		12371	2694	9677		538	4.35%	8.10	0.19
\$2 099,40	261		32	229	0	318074	114042	204032	0	11480	3,61%	6,60	\$0,18

ADVERTISING BANNERS

SMAS-ЛІФТИНГ

Мінус 5-10 років за 1 процедуру
БЕЗ операцій та ін'єкцій



The banner features a red header with the title 'SMAS-ЛІФТИНГ' and a sub-headline 'Мінус 5-10 років за 1 процедуру БЕЗ операцій та ін'єкцій'. Below the text is a small image of the device's control panel. The main visual is a side-by-side comparison of a woman's face, showing the results of the procedure. A double-headed arrow is positioned between the two images.

ОМОЛОДЖЕННЯ ОБЛИЧЧЯ БЕЗ ХІРУРГІЧНОГО ВТРУЧАННЯ

за 1 процедуру



The banner features a green header with the title 'ОМОЛОДЖЕННЯ ОБЛИЧЧЯ БЕЗ ХІРУРГІЧНОГО ВТРУЧАННЯ' and a sub-headline 'за 1 процедуру'. Below the text is a circular inset showing the device's control panel. The main visual is a woman lying down, receiving the treatment with the device. A dashed green line connects the inset to the device.