

Performance Marketing Campaign Report

Golsi Esbo
April 19, 2025



Agenda

1. Purpose & Goals
2. Target Audience
3. Marketing Funnel
4. KPIs and Results
5. Meta Campaign Results
6. Google Campaign Results
7. Recommendations

The logo for "One Health" is displayed on a light gray rectangular background. The word "One" is written in a teal color, and the word "Health" is written in an orange color. Both words are in a sans-serif font.

One
Health

Goals & Purposes

Goal:

➔ Increase app subscriptions by **30% in 1 month**

Strategy:

- Meta Ads (Facebook/Instagram): drive conversions
- Google Ads (Search, Display, YouTube): drive conversions

Budget:

€3,500 total

- Meta Ads: €2,500
- Google Ads: €1,000

Main KPIs:

Conversion: Number of users who have subscribed •

Return on Ad spend (ROAS): Measures how much revenue was generated for every dollar spent. •

Cost per Acquisition (CPA): The cost to acquire one new subscriber • Click through Rate

(CTR): The percentage of users who clicked on the ad after seeing it.

Target Audience & Goals

Identifying our audience

Age	Relationship Status	Children	Technology	Current solutions	Devices	Location
35	married	1	Facebook Instagram X	Google search	iPhone, iPad, <u>Laptop</u>	New Jersey

Isolating Goals

Specific	Measurable	Achievable	Realistic	Time-Bound
Increase the subscribers	Increase by 30%, Increase by 1.2% per month	The website already has a conversion rate of 4% per month	The website has 10,000 visitors, of which we need to increase conversions by just 1.2%, which is realistic compared to the 4% conversion rate per month it already has.	One month



Marketing Funnel

Designing marketing funnel & KPIs

Funnel Stage	Ad Types	Platforms	<u>KPIs</u>
Awareness	Paid social	Facebook (Facebook ads, Instagram ads)	Reach, engagement, clicks, CTR
Consideration	Paid search	Google search ad	Clicks, CTR
Conversion	Paid social and google	Facebook ads and Instagram ads, Google display and search ads	CTR, conversion rate

KPIs & Results

The Goal reached by **34% subscription** increase in one month

Top Conversion

Meta Partner Campaign (0.73%) – This means a higher percentage of people acted as we wished for: subscription

Best ROAS

Meta Group Campaign (8.1x) – For every euro spent, this campaign returned €8.10.

Top Conversion Rate

YouTube Campaign (9.09%) – Out of everyone who clicked the ad, this percentage signed up.

Top Click Through

Meta Partner Campaign (0.73%) – This means a higher percentage of people clicked on the ad when they saw it.

Campaign	SUM of Impressions	SUM of Clicks	SUM of Ad Spend	SUM of Conversions	SUM of Revenue	CPA	CTR	CPC	conversion rate	ROI	ROAS
conversion-campaign-group-subscriptions	71376	419	462,80	25	3750	18,51	0,59	1,10	5,96	710,29	810,29
conversion-campaign-partner-subscriptions	190062	1379	1010,85	40	3960	25,27	0,73	0,73	2,90	291,75	391,75
conversion-campaign-personal-subscriptions	152049	703	1024,25	23	1380	44,53	0,46	1,46	3,27	34,73	134,73
Grand Total	413487	2501	2497,90	88	9090	28,39	0,60	1,00	3,52	263,91	363,91
Display Campaign	157.890	897	400,00	10	975	40,00	0,57	0,45	1,11	143,75	243,75
Search Campaign	204.770	1.015	695,88	37	3732	18,81	0,50	0,69	3,65	436,30	536,30
Youtube Campaign	23.883	33	42,23	3	258	14,08	0,14	1,28	9,09	510,94	610,94
Grand Total	386.543	1945	1.138,11	50	4965	72,88	1,20	2,41	13,85	1090,99	1390,99

Meta Campaign Results (Facebook & Instagram)

Group Subscriptions:

- Impressions: 71,376 | Conversion Rate: 5.96% | CPA: €18.51 | ROAS: 8.1x
 - Reached many people and brought good results at a low cost per sign-up.

Partner Subscriptions:

- Impressions: 190,062 | CTR: 0.73% | Conversion rate: 2.90 | ROAS: 3.9x
 - this one had the highest CTR, but at the same time a lower average conversion rate, which means we have to check the reasons why the conversion rate was low. Maybe the design, landing page, or the message can be the cause. High impression but lower conversion and CTR can be a cause of wrong audience targeting.

Personal Subscriptions:

- Conversion Rate: 3.27% | CPA: €44.53 | ROI: 34.7% | ROAS: 1.3x
 - This one cost the most but delivered the least. It might be because the message didn't connect well or it targeted the wrong people while the impression is also so high.

Simple Takeaway: The Group campaign worked best. The Partner one needs improvement after people click. The Personal campaign should be paused or optimized otherwise it is not reasonable to keep it running.

Google Campaign Results (Display, Search, YouTube)

Display Ads:

- Impressions: 157,890 | Conversion Rate: 1.11% | ROAS: 2.4x
 - These ads showed up a lot but didn't bring many sign-ups. Not the best return.

Search Ads:

- Conversion Rate: 3.65% | ROAS: 5.4x
 - Very effective. People who searched for health-related terms were more likely to sign up. Great use of the budget.

YouTube Ads:

- Conversion Rate: 9.09% | ROAS: 6.1x
 - Few people saw them, but those who did were very likely to sign up. This is a big opportunity to grow.

Simple Takeaway: Search and YouTube ads worked well. Display ads didn't perform as expected and might not be worth the spend.

What We Recommend Next

Spend More Budget On:

- Group Ads (Meta): Best results at a great cost.
- Google Search: People who search are ready to sign up.
- YouTube: Very strong potential. Needs more focus.

Spend Less or Adjust:

- Personal Ads (Meta): Not performing well. Needs a new approach.
- Display Ads (Google): Low results. Better to reduce spend or test new designs.

To Improve:

- Check landing pages after Partner Ads to make sure it's easy to sign up.
- Try new headlines and images in underperforming ads to see what connects better.

Q&A

Thank

You

Golsi Esbo

CareerFoundry

Instagram: @onehealthgolsiesbo

Twitter: @OneHealthgolsi

Website: www.golsi-esbo.com/onehealth