



Case Study in Paid and Organic (SEO) Brandbuilding and Sales

Below you'll see examples of some of our clients and how they have fared over the past few months using us as their source of Paid and Organic guidance. We'll show you two Meta Accounts and two Google Analytics breakdown of how these companies have fared when they put their trust in us.

Meta Paid Campaigns

Below you'll find one of our E-Comm clients with multi level funnel in which we created and how that all accumulates to a retargeting campaign securing a ROAS of 43.95 and a marketing total of 7.45 over the course of 2 months. This was also done with minimal budget as we at MAD focus on running efficient and competent campaigns to ensure every dollar you spend is done with a purpose.

Q

Had delivery

X

Campaign ID is 6383416620544, 6399575399944, 641275...

X

Search and filter

Compare

Clear

📅

Sep 1, 2023 – Oct 31, 2023

▼

Pivot table

▼

Group breakdowns

🔍

Reset column widths

🔧

Format

🛠️

Customize

Ad Set Name	Results	Reach	Impressions	Cost per result	Amount spent	CPC (All)	CTR (all)	Frequency	Purchase ROAS (return on ad spend)	Purchases conversion value
Instagram Post	3,762 Link clicks	146,840	159,774	\$0.45 Link Click	\$1,701.77	\$0.46	2.30%	1.09	—	—
Instagram Post	2,184 Link clicks	85,776	91,448	\$0.46 Link Click	\$1,000.00	\$0.47	2.34%	1.07	—	—
Re-targeting 7/24/2023	70 Website purchases	9,108	55,659	\$8.69 Website purchases	\$608.60	\$0.57	1.92%	6.11	43.95	\$26,748.60
Traffic 8/16/2023 - 9/16/2023	1,893 Link clicks	71,087	103,740	\$0.23 Link Click	\$444.55	\$0.16	2.75%	1.46	2.78	\$1,234.00
Traffic 8/16/2023	—	—	—	—	\$0.00	—	—	—	—	—
Total results 5 / 5 rows displayed	— Multiple conversions	277,616 Accounts Reached	410,621 Total	— Multiple conversions	\$3,754.92 Total Spent	\$0.39 Per Click	2.37% Per Impression	1.48 Per Accounts Reached	7.45 Average	\$27,982.60 Total

Here is another example of a client finding amazing success while working with us.

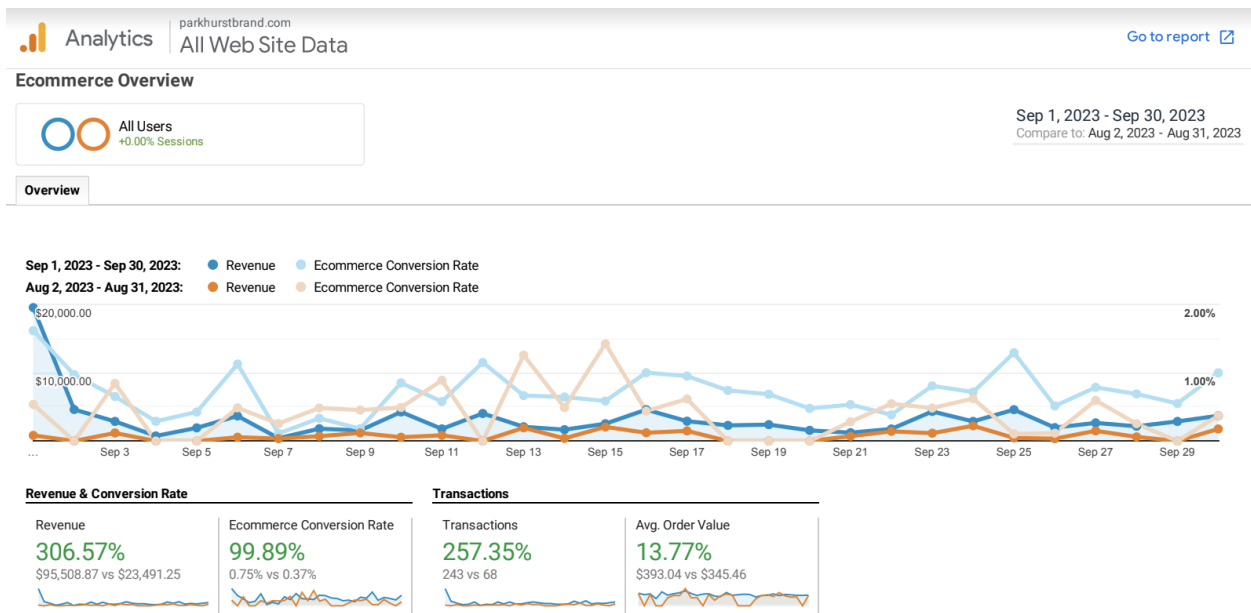
Pivot Table		Group Breakdowns		Customize			
Campaign Name	Results	Reach	Impressions	Cost per Result	Amount Spent	Purchase ROAS (Retu...	Website Purchases...
Conversion '21	23 Website Purchases	7,276	29,070	\$43.48 Website Purchases	\$1,000.00	17.07	\$17,073.50
Traffic '21	5,696 Link Clicks	48,193	81,475	\$0.09 Link Click	\$506.33	—	—
Total Results	—	55,362 People	110,545 Total	—	\$1,506.33 Total Spent	11.33 Average	\$17,073.50 Total

Meta Ads Overview

The goal of any campaign is to secure sales and build on the traction that you already have going on. We take pride in making our clients money while working within their means so that they can reinvest in thier business. We have been running Meta campaigns for over 7 years and we’re always keeping up with the latest trends and tactics to keep our clients at the forefront no matter the budget.

Google Ads Campaigns + SEO

Below you’ll see a Google Analytics account of one of our clients who started with us and how quickly (with the right tools and SEO fixes) we were able to take a profitable business and raise it to another level. This shows the importance of proper SEO, product tagging, analytical breakdown, and performance can do to your shop. This examples show a 300% revenue increase from the previous month.



This example shows what we have done with an E-com client and their blog page. The goal here was to secure traffic and start building a brand that not only pushes sales but also provides the brand an outlet to promote education and rise up the ranks as a authoritative figure for search engines.

Traffic acquisition: Session default channel group							
Custom Aug 1 - Oct 31, 2023 Compare: May 1 - Jul 31, 2023							
Session default channel group	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate
SHOW ALL ROWS	3,151	3,793	1,957	1m 01s	0.62	3.96	51.4
	vs. 1,137	vs. 1,486	vs. 768	vs. 49.65	vs. 0.68	vs. 4.35	vs. 51.6
	↑ 177.13%	↑ 155.25%	↑ 154.82%	↑ 22.92%	↓ -8.05%	↓ -8.99%	↓ -0.1
1 Organic Search							
Aug 1 - Oct 31, 2023	1,906	2,233	1,313	1m 19s	0.69	3.74	58.1
May 1 - Jul 31, 2023	655	812	480	1m 04s	0.73	4.26	59.1
% change	190.99%	175%	173.54%	22.51%	-6%	-12.17%	-0.5%
2 Direct							
Aug 1 - Oct 31, 2023	811	997	363	27s	0.45	4.21	36.4
May 1 - Jul 31, 2023	326	461	212	33s	0.65	4.66	45.9
% change	148.77%	116.27%	71.23%	-17.06%	-31.17%	-9.63%	-20.8%

Overall Goal and Takeaway

We are able to achieve this success because we pay close attention to detail and we are able to understand markets and how to attack it. Most of our clients have been with us for years because we listen and adjust based on their needs while also helping them grow and learn more about their business. We secure these numbers because we don't see ourselves as a "contractor" but as a partner in your success. The objective is to grow your business and we love to be a tool in helping companies understand how to do that in an efficient way.

