FULL-SERVICE DIGITAL MARKETING

PAID ADVERTISEMENT EXPERT

2022

JASPER KENT JANULGUE

PPC EXPERT/MEDIA BUYER

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ABOUT ME

My primary done-for-you service focus is on increasing your brand awareness and fully managing your company's digital presence online. This includes using techniques to continually increase engagement, as well as running optimized ads in order to generate leads and ultimately increase conversion and sales.

Create new campaigns and plan them out. Keyword / Audience research, Achieve HIGH-Quality Scores / Relevancy, Re-Design existing campaigns for greater ROI. Increase conversions by analyzing your landing pages and using the tools available for A/B Testing. Assist in the testing and continual improvement of advertisements/creatives (A/B testing of ads). Integrate analytics and conversion tracking to keep track of ad clicks and benefits gained from them. Analyze findings on a regular basis and make improvements to get better results. Check for opportunities to increase / improve targeting on a regular basis.

GOOGLE ADS

WINNER CAMPAIGN

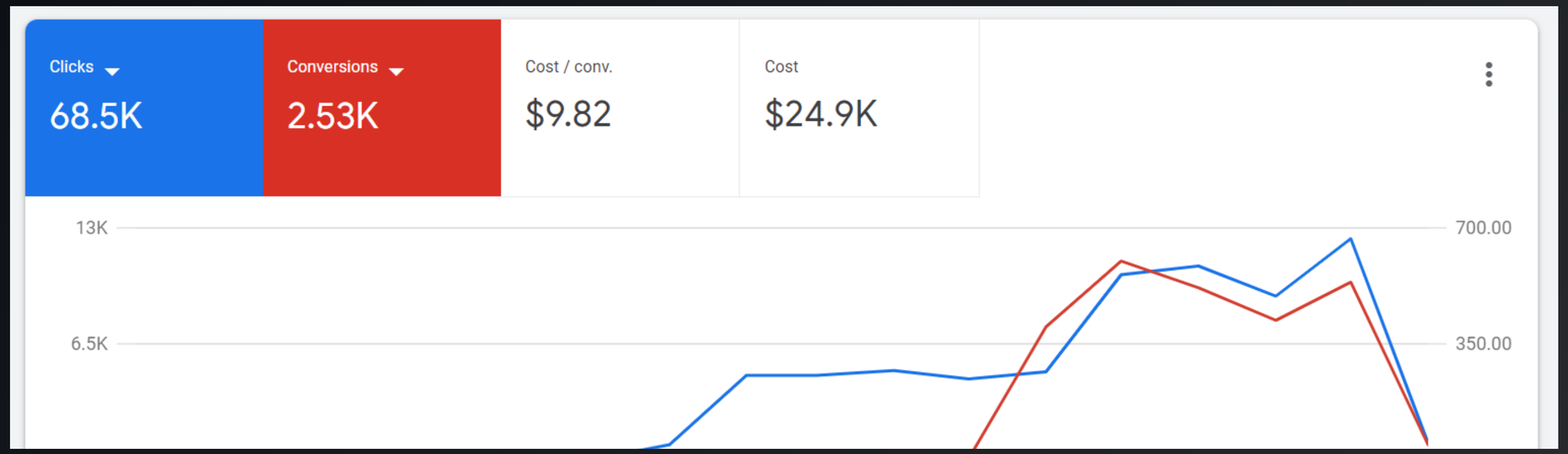
NOTE:
LAST 30 DAYS RESULTS

NICHE	CONSULTING PROGRAM INSTITUTION
KPI GOAL	PHONE CALL LEADS/SUBMITTED LEAD FORMS
LANDING PAGE	zenithprepacademy.com

GOOGLE ADS

WINNER CAMPAIGN

NOTE:
LAST 30 DAYS RESULTS



NICHE	HEAVY EQUIPMENT -Ecommerce
KPI GOAL	PURCHASE/PHONE CALL LEADS
ROAS	4.1
LANDING PAGE	equiposdeelevacion.com.mx

GOOGLE ADS

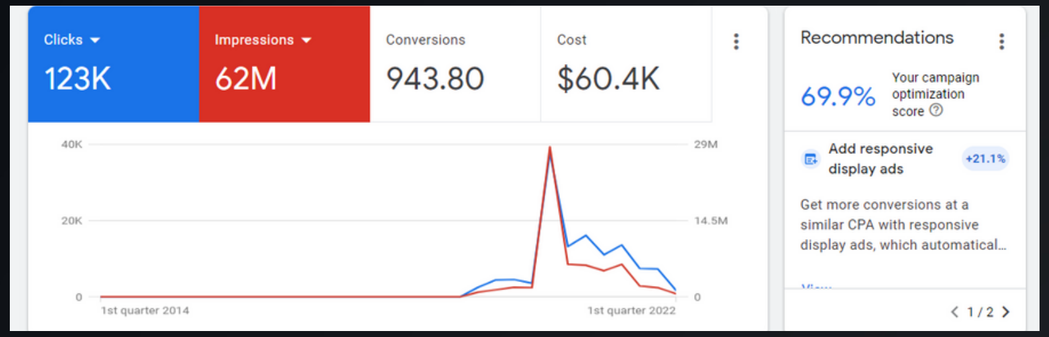
WINNER CAMPAIGN

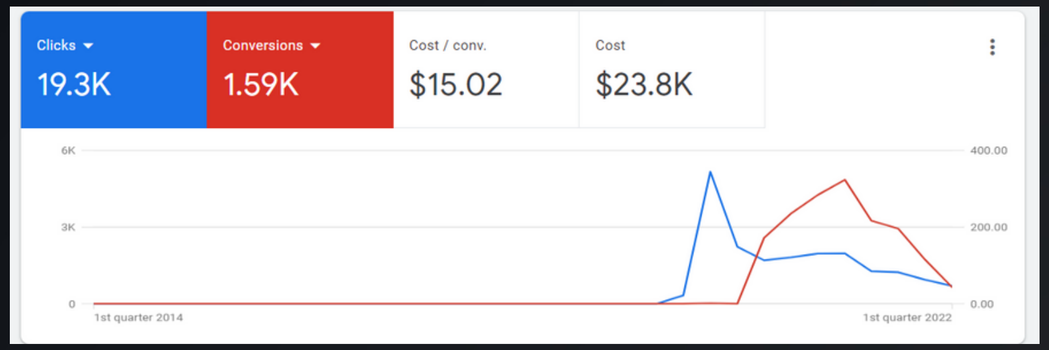
NOTE:
LAST 30 DAYS RESULTS

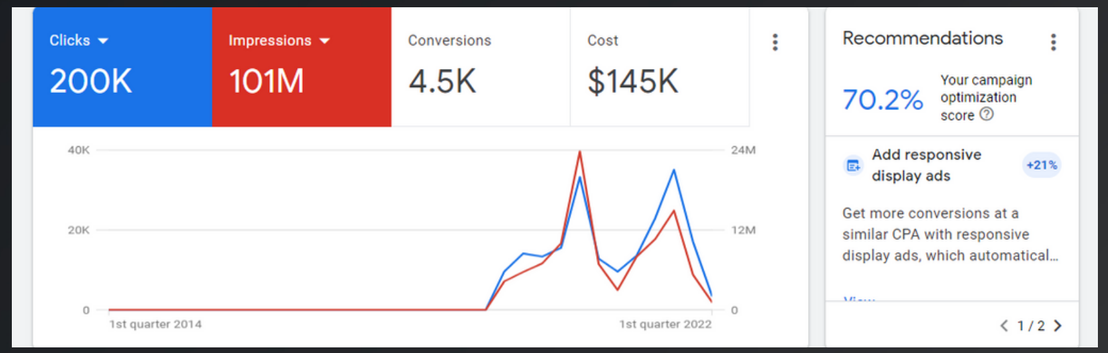
NICHE	MARRIAGE RECOVERY PROGRAM
KPI GOAL	LEADS/PHONE CALL LEADS/BOOKED SCHEDULE
LANDING PAGE	marriagerecoverycenter.com

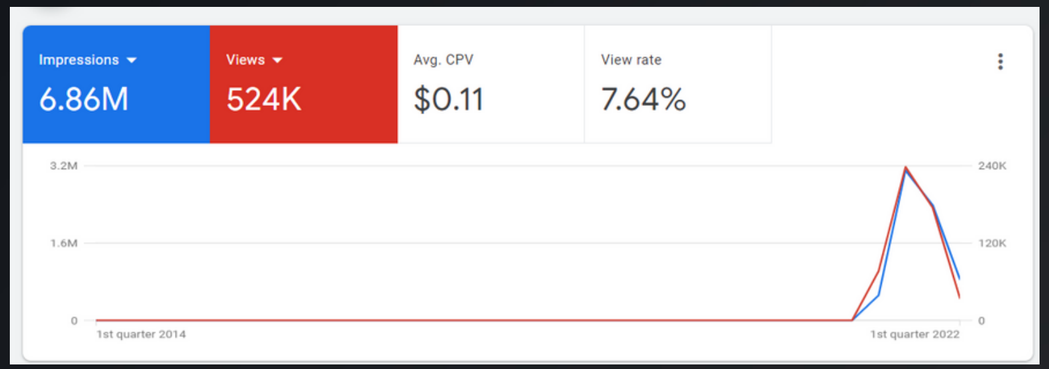
GOOGLE ADS

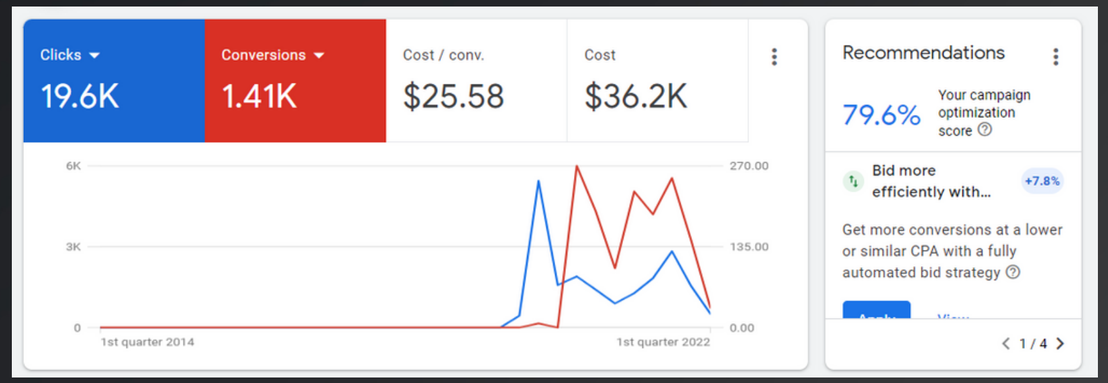
WINNER CAMPAIGN RESULTS





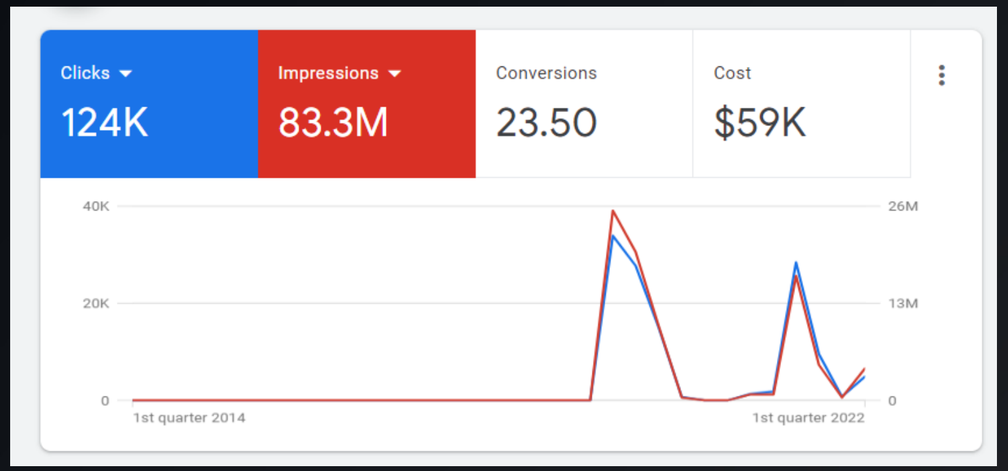


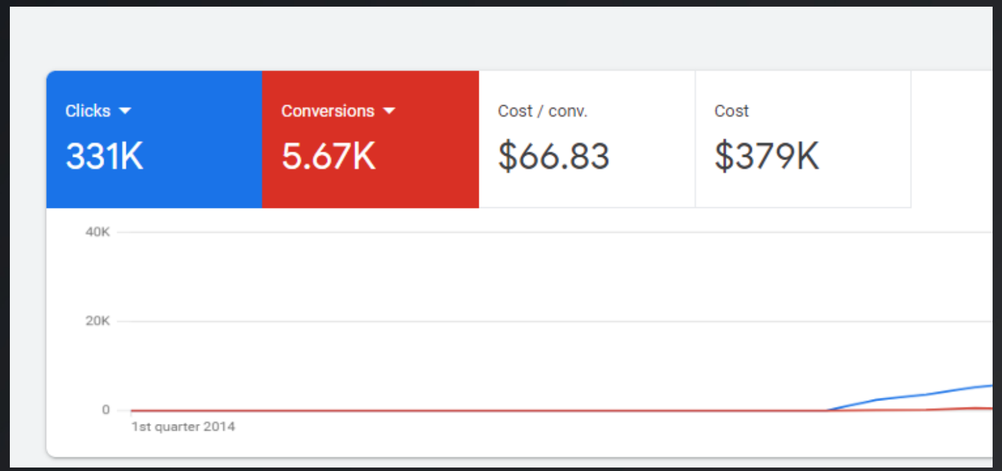


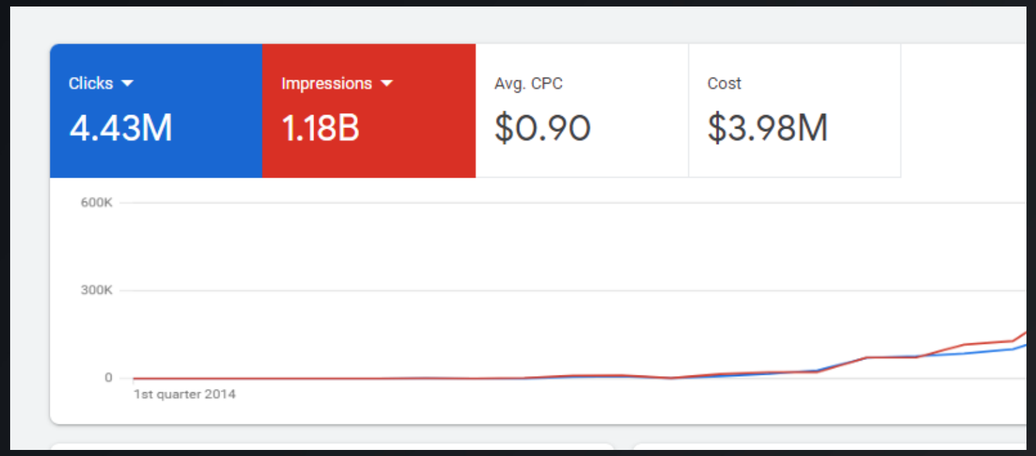


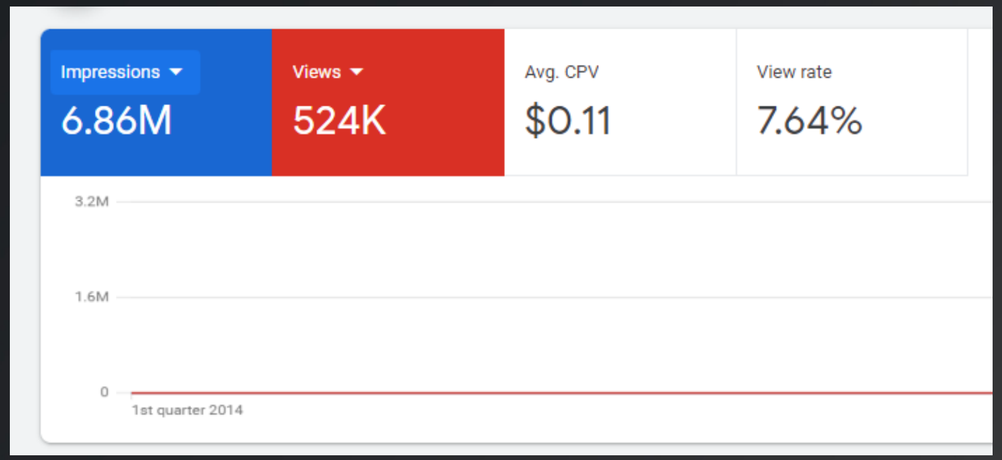
GOOGLE ADS

WINNER CAMPAIGN RESULTS









FACEBOOK ADS

WINNER CAMPAIGN

NOTE:
LAST 30 DAYS RESULTS

Save Clear | This month: Nov 1, 2022 – Nov 30, 2022

Ad sets | Ads

Rules | View Setup | Columns: Performance | Breakdown | Reports

get	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
$100.00 Daily	7-day click or ...	286 On-Facebook Leads	66,348	100,883	$10.33 Per On-Facebook Le...	$2,955.08	Ongoing
$90.00 Daily	7-day click or ...	247 On-Facebook Leads	59,869	96,688	$10.76 Per On-Facebook Le...	$2,656.79	Ongoing
$80.00 Daily	7-day click or ...	79 On-Facebook Leads	5,955	33,010	$29.98 Per On-Facebook Le...	$2,370.42	Ongoing
$65.00 Daily	7-day click or ...	26 Qualified Lead	34,375	59,741	$73.87 Per Qualified Lead	$1,920.73	Ongoing

NICHE	INVESTMENT PROPERTY
KPI GOAL	WEBSITE LEADS/FACEBOOK LEADS
LANDING PAGE	investinkona.com

FACEBOOK ADS

WINNER CAMPAIGN

NOTE:
LAST 30 DAYS RESULTS

Budget	At sett	Results	Reach	Impressions	Cost per result	Amount spent
$10.00 Daily	7...	— Website Purchase	2,352	4,911	— Per Purchase	$170.62
$30.00 Daily	7...	31 Website Schedules	20,600	42,495	$29.04 Per Website Schedule	$900.14
$40.00 Daily	7...	8,920 Estimated Ad Recall ...	131,746	139,098	$0.01 Per Estimated Ad Re...	$109.14
$12.00 Daily	7...	5 Website Schedules	3,939	8,491	$60.72 Per Website Schedule	$303.62
Using ad set bud...	M.	1,950 ThruPlays	6,272	31,290	$0.11 Cost per ThruPlay	$206.52
Using ad set bud...	7...	5,086 Post Engagements	57,330	84,558	$0.01 Per Post Engagement	$59.83
Using ad set bud...	7...	228	38,001	69,726	$4.77	$1,088.53

NICHE	ADVISOR, LIFE COACH, WEBINARS
KPI GOAL	WEBSITE LEADS/FACEBOOK LEADS/PURCHASE
LANDING PAGE	realmenconnect.com

FACEBOOK ADS

WINNER CAMPAIGN

NOTE:
LAST 30 DAYS RESULTS

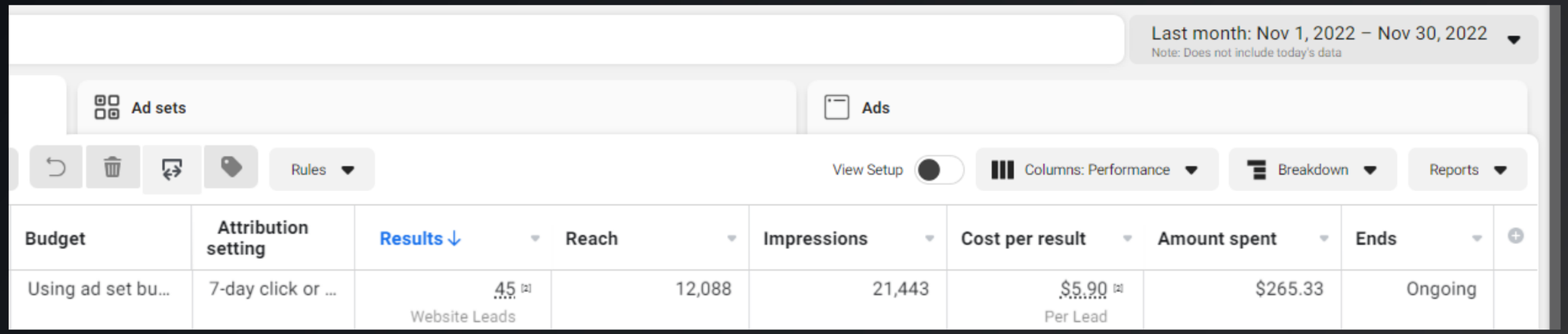
Budget	Attribution setting	Results ↓	Reach	Impressions	Cost per result	Amount spent	Ends
Using ad set bu...	7-day click or ...	12 [2] Website Adds To ...	672	999	$5.32 [2] Per Add To Cart	$63.86	Ongoing
Using ad set bu...	7-day click or ...	11 [2] Website Purchases	3,637	6,164	$21.96 [2] Per Purchase	$241.55	Ongoing
Using ad set bu...	7-day click or ...	8 [2] Website Purchases	3,645	6,060	$43.16 [2] Per Purchase	$345.29	Ongoing
Using ad set bu...	7-day click or ...	5 [2] Website Purchases	1,918	2,457	$31.55 [2] Per Purchase	$157.77	Ongoing
Using ad set bu...	7-day click or ...	4 [2] Website Purchases	1,804	2,863	$48.87 [2] Per Purchase	$195.49	Ongoing
Using ad set bu...	7-day click or ...	3 [2] Website Purchases	114	530	$15.33 [2] Per Purchase	$45.99	Ongoing
Using ad set bu...	7-day click or ...	— Website Purchase	1,166	1,844	— Per Purchase	$118.56	Ongoing

NICHE	E-commerce/ Nail Polish / Nail Treatment
KPI GOAL	Website Purchase
LANDING PAGE	adesseny.com

FACEBOOK ADS

WINNER CAMPAIGN

NOTE:
LAST 30 DAYS RESULTS



Budget	Attribution setting	Results ↓	Reach	Impressions	Cost per result	Amount spent	Ends
Using ad set bu...	7-day click or ...	45 Website Leads	12,088	21,443	$5.90 Per Lead	$265.33	Ongoing

NICHE	LIFE COACH
KPI GOAL	Website LEADS
LANDING PAGE	tristaguertin.com

TOP CLIENTS

TRISTA GUERTIN COACHING

Real Men Connect

INFUZE MD
OXIDATIVE AND REGENERATIVE MEDICINE

LIVIT
DREAM | DESIGN | CREATE

ADESSE NEW YORK®

ZENITH PREP ACADEMY

EQUIPOS DE ELEVACIÓN

Marriage RECOVERY CENTER

HUNT Country Furniture
SINCE 1926

RedTail

FIXRR HANDYMAN
YOU POINT · WE FIXRR

VIM Products, Inc.