

Case Studies

Excerpts from our customers' advertising accounts

ad ↑↓	Results ↑↓	Cost per result ↑↓	Amount spent ↓
Video NOV2 - V1	119 Website Leads	€28.71 Per Lead	€3,416.15
Grafik NOV7 (MD...	45 Website Leads	€54.28 Per Lead	€2,442.52
Video NOV2 - V1	98 Website Leads	€23.61 Per Lead	€2,313.76
Video APR 3	56 Website Leads	€40.63 Per Lead	€2,275.06
Grafik Alt 1_MD	93 Website Leads	€23.19 Per Lead	€2,156.92
Video GK2 VS	69 Website Leads	€30.03 Per Lead	€2,072.39
Grafik NOV5 (MD...	32 Website Leads	€59.89 Per Lead	€1,916.43
Video JUN 4 V1	143 Website Leads	€13.07 Per Lead	€1,868.89
Video NOV2 - V1	75 Website Leads	€24.55 Per Lead	€1,841.09
Grafik NOV7 (MD...	75 Website Leads	€54.60 Per Lead	€4,098.00
Results from 2,116 ads ⓘ	— Multiple conversion	— Multiple conversions	€172,913.27 Total spent

Industry:
Business Consulting

Objective:
Website Leads

Period:
3.5 Years

Ø CPA
€ 27.81 per Lead

ad ↑↓	Results ↑↓	Cost per result ↑↓	Amount spent ↓
Video P2_1 ...	543 Website purchases	€142.11 Per Purchase	€77,167.14
Grafik	301 Website purchases	€170.10 Per Purchase	€51,200.53
Video	151 Website purchases	€226.89 Per Purchase	€34,260.24
Video	206 Website purchases	€129.77 Per Purchase	€26,732.16
Video 7	270 Website purchases	€98.23 Per Purchase	€26,523.33
Video SEP ...	228 Website purchases	€110.73 Per Purchase	€25,245.54
Video SEP ...	151 Website purchases	€158.89 Per Purchase	€23,992.19
Video SEP ...	107 Website purchases	€212.19 Per Purchase	€22,703.82
Video 10 mi...	169 Website purchases	€128.03 Per Purchase	€21,636.92
Video JUL 13	78 Website purchases	€250.25 Per Purchase	€19,519.79
Video	179	€107.45	€19,233.42
Results from 1,511 ads	— Multiple conversions	— Multiple conversions	€1,508,058.61 Total spent

Industry:
Fintech SaaS

Objective:
Subscriptions

Period:
3 Years

Ø CPA
€ 146.12 per Subscriber

ad ↑↓	Results ↑↓	Cost per result ↑↓	Amount spent ↓	Purchases conversion value ↑↓
Grafik 1	34 Website purcha...	€17.60 Per Purchase	€598.35	€2,814.99
Grafik 1	20 Website purcha...	€28.48 Per Purchase	€569.68	€1,880.55
Grafik 2	19 Website purcha...	€26.62 Per Purchase	€505.79	€2,043.23
Grafik 1	13 Website purcha...	€34.32 Per Purchase	€446.20	€860.60
Grafik 3	12 Website purcha...	€33.56 Per Purchase	€402.66	€915.20
Grafik 1	12 Website purcha...	€32.41 Per Purchase	€388.96	€910.00
Grafik 2	13 Website purcha...	€22.21 Per Purchase	€288.79	€1,517.08
Grafik 2	8 Website purcha...	€32.18 Per Purchase	€257.45	€803.10
Grafik 2	8 Website purcha...	€24.99 Per Purchase	€199.95	€687.64
Results from 103 ads	186 Website purcha...	€25.23 Per Purchase	€4,692.68 Total spent	€17,451.49 Total

Industry:
Pet Supplies

Objective:
Online Sales

Period:
6 Months

Ø CPA
€ 25.23 per Purchase

ad ↑↓	Results ↑↓	Cost per result ↑↓	Amount spent ↓
Grafik 73	4,935 Website Contacts	€0.50 Per Website Contact	€2,460.28
Grafik 77	2,499 Website Contacts	€0.59 Per Website Contact	€1,470.02
Video C1D2	31 TypeformSubmit	€34.79 Per TypeformSubmit	€1,078.56
Video OKT 3 ...	54 Website Leads	€19.33 Per Lead	€1,043.68
Video 2	21 TypeformSubmit	€49.47 Per TypeformSubmit	€1,038.77
Grafik 113	11 TypeformSubmit	€91.30 Per TypeformSubmit	€1,004.34
Video 3	11 TypeformSubmit	€89.79 Per TypeformSubmit	€987.69
Grafik 114	9 TypeformSubmit	€109.42 Per TypeformSubmit	€984.82
Video 4	40 Website Leads	€24.14 Per Lead	€965.53
Grafik 114	17	€70.76	€1,202.95
Results from 985 ads ⓘ	— Multiple conversions	— Multiple conversions	€86,758.54 Total spent

Industry:
Business Consulting

Objective:
Diverse Lead-Funnels

Period:
3 Years

Ø CPA
€ 1.57 per Lead

ad ↑↓	Results ↑↓	Cost per result ↑↓	Amount spent ↓
Video 3	602 Funnel Completed	€4.30 Per Funnel Completed	€2,591.36
Grafik 7	200 Funnel Completed	€8.87 Per Funnel Completed	€1,773.34
Video 2	280 Funnel Completed	€4.44 Per Funnel Completed	€1,243.53
Video 3	↓ 850 Leads (Form)	€0.91 Per Lead (Form)	€769.30
Grafik 4	88 Funnel Completed	€7.57 Per Funnel Completed	€666.55
Video 5	113 Funnel Completed	€4.56 Per Funnel Completed	€514.89
Grafik 8	↓ 76 Leads (Form)	€3.65 Per Lead (Form)	€277.75
Grafik 1	29 Funnel Completed	€9.40 Per Funnel Completed	€272.54
Grafik 3	↓ 56 Leads (Form)	€4.10 Per Lead (Form)	€229.73
Results from 68 ads	— Multiple conversions	— Multiple conversions	€9,587.92 Total spent

Industry:
Agriculture, High Ticket

Objective:
Diverse Lead-Funnels

Period:
10 Months

Ø CPA
€ 3.63 per Lead

ad ↑↓	Results ↑↓	Cost per result ↑↓	Amount spent ↓
Grafik 12	↓ 77 Leads (Form)	€6.35 Per Lead (Form)	€488.74
Grafik 12	↓ 21 Leads (Form)	€13.35 Per Lead (Form)	€280.30
Grafik 13	↓ 18 Leads (Form)	€14.76 Per Lead (Form)	€265.64
Video 4	↓ 14 Leads (Form)	€13.20 Per Lead (Form)	€184.79
Video 1	↓ 12 Leads (Form)	€9.16 Per Lead (Form)	€109.98
Video 1	↓ 4 Leads (Form)	€26.81 Per Lead (Form)	€107.22
Video 2	↓ 6 Leads (Form)	€16.18 Per Lead (Form)	€97.06
Video 4	↓ 1 Lead (Form)	€71.44 Per Lead (Form)	€71.44
Video 5	↓ 1 Lead (Form)	€33.89 Per Lead (Form)	€33.89
Video 5	— Lead (Form)	— Per Lead (Form)	€30.45
Grafik 9	↓ 1	€27.14	€27.14
Results from 35 ads	164 Leads (Form)	€11.68 Per Lead (Form)	€1,914.73 Total spent

Industry:
Real Estate

Objective:
Native Lead Forms

Period:
2 Months

Ø CPA
€ 11.68 per Lead

ad ↑↓	Results ↑↓	Cost per result ↑↓	Amount spent ↓
Video APR	194 Website Initiates Check...	€9.16 Per Initiate Checkout	€1,777.19
Video	85 Website Initiates Check...	€12.52 Per Initiate Checkout	€1,064.60
Carousel	61 Website Initiates Check...	€10.65 Per Initiate Checkout	€649.94
Video APR	44 Website Initiates Check...	€11.88 Per Initiate Checkout	€522.52
Video	24 Website Initiates Check...	€17.92 Per Initiate Checkout	€430.08
Video	40 Website Initiates Check...	€10.01 Per Initiate Checkout	€400.43
Grafik 18	9 Website Initiates Check...	€40.36 Per Initiate Checkout	€363.28
Carousel	14 Website Initiates Check...	€23.58 Per Initiate Checkout	€330.08
Video APR	17 Website Initiates Check...	€18.57 Per Initiate Checkout	€315.61
Carousel	44 Website Initiates Check...	€28.00 Per Initiate Checkout	€1,232.00
Results from 77 ads ⓘ	766 Website Initiates Check...	€14.92 Per Initiate Checkout	€11,429.35 Total spent

Industry:
Garden

Objective:
Product Enquiries

Period:
1 Year

Ø CPA
€ 14.92 per Enquiry

ad ↑↓	Results ↑↓	Cost per result ↑↓	Amount spent ↓
Video JUN	37 Leads (Form)	€46.20 Per Lead (Form)	€1,709.52
Video JUN	37 Leads (Form)	€43.37 Per Lead (Form)	€1,604.62
Video 3.2	34 Leads (Form)	€37.95 Per Lead (Form)	€1,290.24
Video 3.2	6 TypeformSubmit	€148.54 Per TypeformSubmit	€891.22
Video 3.2	22 Website Leads	€39.84 Per Lead	€876.44
Video 3.2	2 TypeformSubmit	€364.47 Per TypeformSubmit	€728.93
Video Testimonial	10 Website Leads	€72.39 Per Lead	€723.89
Video JUL 1	3 TypeformSubmit	€210.55 Per TypeformSubmit	€631.64
Video 4.1	10 Website Leads	€51.48 Per Lead	€514.80
Video Testimonial	2	€251.10	€502.20
Results from 189 ads ⓘ	— Multiple conversions	— Multiple conversions	€25,520.74 Total spent

Industry:
Stable Construction

Objective:
Diverse Lead-Funnels

Period:
1.5 Years

Ø CPA
€ 51.17 per Lead

ad ↑↓	Results ↑↓	Cost per result ↑↓	Amount spent ↓
Grafik 7	↓ 48 Leads (Form)	€19.33 Per Lead (Form)	€927.91
Grafik 2	↓ 10 Leads (Form)	€19.62 Per Lead (Form)	€196.19
Grafiken 14	↓ 1 Lead (Form)	€97.01 Per Lead (Form)	€97.01
Videos D9	↓ 1 Lead (Form)	€70.22 Per Lead (Form)	€70.22
Video 3	↓ 2 Leads (Form)	€34.51 Per Lead (Form)	€69.02
Video 2	↓ 1 Lead (Form)	€64.21 Per Lead (Form)	€64.21
Grafiken 15	— Lead (Form)	— Per Lead (Form)	€61.11
Videos 45	— Lead (Form)	— Per Lead (Form)	€36.15
Video 1	— Lead (Form)	— Per Lead (Form)	€34.91
Grafik 5	↓ 1 Lead (Form)	€25.05 Per Lead (Form)	€25.05
Grafiken 17	—	—	€24.92
Results from 16 ads ⓘ	64 Leads (Form)	€26.19 Per Lead (Form)	€1,675.89 Total spent

Industry:
Management Consulting

Objective:
Native Lead Forms

Period:
2 Months

Ø CPA
€ 26.19 per Lead

LeGiTT

ad ↑↓	Results ↑↓	Cost per result ↑↓	Amount spent ↓
Video JUN 3 VA...	64 Website Contacts	€31.86 Per Website Contact	€2,039.17
Grafik 252 (D) V...	73 Website Contacts	€23.13 Per Website Contact	€1,688.84
Video JUN 4 VA...	28 Website Contacts	€24.36 Per Website Contact	€682.12
Grafik 217 (D)	19 Website Contacts	€33.34 Per Website Contact	€633.49
Grafik 244 (D) V...	24 Website Contacts	€23.74 Per Website Contact	€569.87
Grafik	19 Website Contacts	€24.82 Per Website Contact	€471.57
Grafik 211 (A)	18 Website Contacts	€24.07 Per Website Contact	€433.28
Grafik 250 (A)	17 Website Contacts	€19.91 Per Website Contact	€338.44
Grafik 214 (S)	10 Website Contacts	€33.32 Per Website Contact	€333.19
Grafik 210 (D)	0	€33.32	€333.19
Results from 291 ads ⓘ	—	—	€17,649.41
	Multiple conversion:	Multiple conversions	Total spent

Industry:
Psychotherapy

Objective:
Calls and E-Mails

Period:
3 Years

Ø CPA
€ 26.42 per Lead

ad ↑↓		Results ↑↓	Cost per result ↑↓	Amount spent ↓
Video 7	↓	12 Leads (Form)	€89.61 Per Lead (Form)	€1,075.32
Grafik 36	↓	11 Leads (Form)	€76.71 Per Lead (Form)	€843.83
Grafik	↓	17 Leads (Form)	€42.37 Per Lead (Form)	€720.23
Video 3	↓	11 Leads (Form)	€58.65 Per Lead (Form)	€645.17
Video 7	↓	9 Leads (Form)	€68.98 Per Lead (Form)	€620.85
Grafik 37	↓	7 Leads (Form)	€68.93 Per Lead (Form)	€482.48
Video 7	↓	10 Leads (Form)	€46.40 Per Lead (Form)	€464.04
Video 1	↓	11 Leads (Form)	€40.64 Per Lead (Form)	€447.05
Video 1	↓	9 Leads (Form)	€46.70 Per Lead (Form)	€420.28
Grafik 32	↓	9 Leads (Form)	€54.76 Per Lead (Form)	€444.07
Results from 148 ads ⓘ		244 Leads (Form)	€86.42 Per Lead (Form)	€21,085.88 Total spent

Industry:
Personal Training

Objective:
Native Lead Forms

Period:
2 Years

Ø CPA
€ 86.42 per Lead

ad ↑↓	Cost per result	Results ↑↓	Amount spent
Grafik 3	€20.35 Per Purchase	36 Website purchases	€732.75
- V1	€7.06 Per Purchase	86 Website purchases	€606.80
Grafik 3	€24.94 Per Purchase	14 Website purchases	€349.20
Grafik SEP 1	€18.46 Per Purchase	17 Website purchases	€313.77
Grafik 21	€57.59 Per Purchase	5 Website purchases	€287.94
Grafik 2	€40.06 Per Purchase	7 Website purchases	€280.40
Video	€112.82 Per Purchase	2 Website purchases	€225.63
Grafik 30	€33.23 Per Purchase	6 Website purchases	€199.39
Video SEP	€9.04 Per Purchase	21 Website purchases	€189.80
Story	€26.48 Per Purchase	7 Website purchases	€185.34
Grafik SEP 2	€29.85	6	€179.10
Results from 128 ads ⓘ	€19.36 Per Purchase	366 Website purchases	€7,084.04 Total spent

Industry:
Pet Supplies

Objective:
Online Sales

Period:
6 Months

Ø CPA
€ 19.36 per Purchase

ad ↑↓	Results ↑↓	Cost per result ↑↓	Amount spent ↓
Grafik 16	157 Funnel Completed	€8.66 Per Funnel Completed	€1,359.70
Grafik 19	85 Funnel Completed	€10.83 Per Funnel Completed	€920.31
Grafik 6	146 Funnel Completed	€6.29 Per Funnel Completed	€917.78
Grafik 9	215 Funnel Completed	€3.80 Per Funnel Completed	€816.79
Grafik 2	79 Funnel Completed	€5.74 Per Funnel Completed	€453.12
Grafik 10	92 Funnel Completed	€4.59 Per Funnel Completed	€422.09
Grafik 15	27 Funnel Completed	€12.97 Per Funnel Completed	€350.32
Grafik 17	5 Funnel Completed	€15.71 Per Funnel Completed	€78.55
Grafik 13	10 Funnel Completed	€7.06 Per Funnel Completed	€70.59
Grafik 5	10 Funnel Completed	€6.25 Per Funnel Completed	€62.47
Grafik 18	1	€55.10	€55.10
Results from 23 ads ⓘ	917 Funnel Completed	€6.22 Per Funnel Completed	€5,703.42 Total spent

Industry:
Real Estate

Objective:
Website Leads

Period:
4 Months

Ø CPA
€ 6.22 per Lead

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