

**How You Can Turn Facebook Ads Into A
Constant Stream Of Highly Profitable
Leads And Sales On Autopilot!**



What You'll Discover...

- How we and others are getting leads from Facebook for 1/10th their value (like paying 60 cents for leads worth \$6)
- How to make Facebook ads work for you even if you've failed completely before this.



What You'll Discover...

- What are the best ways to promote your product or service on Facebook.
- How our new software will automate all the work of managing, optimizing, and scaling your ads so you can sit back, relax, and enjoy the profits.



What Are You Doing Now With Facebook Ads?

- 1 – I'm running ads and making profits
- 2 – I tried running ads, but couldn't make them work for me
- 3 – I never tried Facebook ads
- 4 – I manage ads for other businesses



What's the Best Kind of Traffic?



**The Best Traffic is the traffic
that makes you money!**



**Would you invest \$5 in an ad if
you got \$10 back every time you did?**



How Good Is An Investment?

- If you earn 10% a year on your investments you're doing quite well. If you invest \$10,000, you'll earn \$1,000. (except for the years that you lose \$2,000)
- If you invested in your business using Facebook ads and you simply targeted earning 10% a month, you could earn \$1,000 a month which adds up to \$12,000 a year.



**Investing in yourself and your business
will give you the highest possible ROI.**



**Would you invest 60 cents to
get an email lead worth \$6.00?
(FYI – these are all U.S. leads)**



A sneak peek inside our survival business...
























PAYCHECKS

Sum of 2017 Paychecks: \$241,588.91

Sum of 2016 Paychecks: \$635,767.88

75 items found, displaying 1 to 25.

[First/Prev] 1,2,3 [Next/Last]

Pmt Freq	Period Ending	Balance Forward	Credits	Debits	Release	Allowance	Payment Net Balance	Status	Date Sent	Payment Method	CSV
W	2017-05-24	\$0.00	\$13,264.49	(\$742.23)	\$1,420.00	\$1,394.48	\$12,547.78	PAID	2017-06-07	Direct Deposit	
W	2017-05-17	\$0.00	\$14,422.61	(\$1,356.35)	\$1,190.55	\$1,425.93	\$12,830.88	PAID	2017-05-31	Direct Deposit	
W	2017-05-10	\$0.00	\$10,382.58	(\$843.03)	\$1,132.90	\$1,067.50	\$9,604.95	PAID	2017-05-24	Direct Deposit	
W	2017-05-03	\$0.00	\$12,052.33	(\$1,097.36)	\$1,015.81	\$1,197.33	\$10,773.45	PAID	2017-05-17	Direct Deposit	
W	2017-04-26	\$0.00	\$8,688.01	(\$1,345.54)	\$1,046.50	\$839.15	\$7,549.82	PAID	2017-05-10	Direct Deposit	
W	2017-04-19	\$0.00	\$13,129.32	(\$1,126.59)	\$970.98	\$1,297.62	\$11,676.09	PAID	2017-05-03	Direct Deposit	
W	2017-04-12	\$0.00	\$12,329.46	(\$1,391.75)	\$1,374.21	\$1,231.44	\$11,080.48	PAID	2017-04-26	Direct Deposit	
W	2017-04-05	\$0.00	\$7,356.92	(\$1,231.50)	\$1,031.83	\$715.98	\$6,441.27	PAID	2017-04-19	Direct Deposit	
W	2017-03-29	\$0.00	\$12,332.40	(\$1,069.48)	\$1,109.92	\$1,237.53	\$11,135.31	PAID	2017-04-12	Direct Deposit	
W	2017-03-22	\$0.00	\$13,078.59	(\$1,008.84)	\$1,072.28	\$1,314.45	\$11,827.58	PAID	2017-04-05	Direct Deposit	
W	2017-03-15	\$0.00	\$11,920.98	(\$940.55)	\$1,458.50	\$1,244.14	\$11,194.79	PAID	2017-03-29	Direct Deposit	
W	2017-03-08	\$0.00	\$10,467.91	(\$1,025.83)	\$1,161.12	\$1,060.57	\$9,542.63	PAID	2017-03-22	Direct Deposit	
W	2017-03-01	\$0.00	\$14,531.46	(\$1,480.91)	\$1,146.95	\$1,420.00	\$12,777.50	PAID	2017-03-15	Direct Deposit	
W	2017-02-22	\$0.00	\$11,889.01	(\$1,191.90)	\$1,205.89	\$1,190.55	\$10,712.45	PAID	2017-03-08	Direct Deposit	
W	2017-02-15	\$0.00	\$10,627.00	(\$924.30)	\$1,623.83	\$1,132.90	\$10,193.63	PAID	2017-03-01	Direct Deposit	
W	2017-02-08	\$0.00	\$10,216.65	(\$1,352.88)	\$1,291.79	\$1,015.81	\$9,139.75	PAID	2017-02-22	Direct Deposit	
W	2017-02-01	\$0.00	\$10,728.63	(\$1,292.09)	\$1,025.98	\$1,046.50	\$9,416.02	PAID	2017-02-15	Direct Deposit	
W	2017-01-25	\$0.00	\$10,050.90	(\$1,755.65)	\$1,412.05	\$970.98	\$8,736.32	PAID	2017-02-08	Direct Deposit	
W	2017-01-18	\$0.00	\$13,792.43	(\$1,155.69)	\$1,102.84	\$1,374.21	\$12,365.37	PAID	2017-02-01	Direct Deposit	
W	2017-01-11	\$0.00	\$9,662.67	(\$915.59)	\$1,568.70	\$1,031.83	\$9,283.95	PAID	2017-01-25	Direct Deposit	
W	2017-01-04	\$0.00	\$11,276.29	(\$1,096.83)	\$917.27	\$1,109.92	\$9,986.81	PAID	2017-01-18	Direct Deposit	
























PAYCHECKS

Sum of 2017 Paychecks: \$265,348.75

Sum of 2016 Paychecks: \$247,393.71

52 items found, displaying 1 to 25.

[First/Prev] 1,2,3 [Next/Last]
















Pmt Freq	Period Ending	Balance Forward	Credits	Debits	Release	Allowance	Payment Net Balance	Status	Date Sent	Payment Method	CSV
W	2017-05-24	\$0.00	\$12,315.65	(\$427.08)	\$1,437.03	\$1,332.81	\$11,992.79	PAID	2017-06-07	Direct Deposit	
W	2017-05-17	\$0.00	\$10,724.58	(\$808.15)	\$1,211.13	\$1,113.01	\$10,014.55	PAID	2017-05-31	Direct Deposit	
W	2017-05-10	\$0.00	\$10,675.21	(\$846.37)	\$1,374.23	\$1,120.56	\$10,082.51	PAID	2017-05-24	Direct Deposit	
W	2017-05-03	\$0.00	\$12,000.93	(\$730.46)	\$1,628.44	\$1,290.14	\$11,608.77	PAID	2017-05-17	Direct Deposit	
W	2017-04-26	\$0.00	\$12,826.74	(\$1,529.59)	\$1,291.44	\$1,259.11	\$11,329.48	PAID	2017-05-10	Direct Deposit	
W	2017-04-19	\$0.00	\$9,665.28	(\$1,226.74)	\$1,273.64	\$971.47	\$8,740.71	PAID	2017-05-03	Direct Deposit	
W	2017-04-12	\$0.00	\$11,621.30	(\$1,089.40)	\$1,784.55	\$1,231.90	\$11,084.55	PAID	2017-04-26	Direct Deposit	
W	2017-04-05	\$0.00	\$7,785.49	(\$881.06)	\$1,312.22	\$821.92	\$7,394.73	PAID	2017-04-19	Direct Deposit	
W	2017-03-29	\$0.00	\$14,544.49	(\$1,629.62)	\$1,035.23	\$1,395.26	\$12,554.84	PAID	2017-04-12	Direct Deposit	
W	2017-03-22	\$0.00	\$11,460.11	(\$1,310.03)	\$1,319.15	\$1,147.17	\$10,322.06	PAID	2017-04-05	Direct Deposit	
W	2017-03-15	\$0.00	\$11,690.56	(\$1,444.87)	\$1,686.57	\$1,193.48	\$10,738.78	PAID	2017-03-29	Direct Deposit	
W	2017-03-08	\$0.00	\$13,030.63	(\$1,457.60)	\$1,016.22	\$1,259.18	\$11,330.07	PAID	2017-03-22	Direct Deposit	
W	2017-03-01	\$0.00	\$14,581.40	(\$1,965.63)	\$1,751.99	\$1,437.03	\$12,930.73	PAID	2017-03-15	Direct Deposit	
W	2017-02-22	\$0.00	\$12,862.49	(\$1,901.78)	\$1,148.04	\$1,211.13	\$10,897.62	PAID	2017-03-08	Direct Deposit	
W	2017-02-15	\$0.00	\$13,524.72	(\$1,477.11)	\$1,692.18	\$1,374.23	\$12,365.56	PAID	2017-03-01	Direct Deposit	
W	2017-02-08	\$0.00	\$17,066.18	(\$1,884.11)	\$1,099.78	\$1,628.44	\$14,653.41	PAID	2017-02-22	Direct Deposit	
W	2017-02-01	\$0.00	\$12,853.34	(\$1,952.14)	\$2,010.65	\$1,291.44	\$11,620.41	PAID	2017-02-15	Direct Deposit	
W	2017-01-25	\$0.00	\$13,335.17	(\$2,059.32)	\$1,458.09	\$1,273.64	\$11,460.30	PAID	2017-02-08	Direct Deposit	
W	2017-01-18	\$0.00	\$17,705.16	(\$1,509.41)	\$1,647.21	\$1,784.55	\$16,058.41	PAID	2017-02-01	Direct Deposit	
W	2017-01-11	\$0.00	\$13,612.93	(\$1,476.73)	\$983.47	\$1,312.22	\$11,807.45	PAID	2017-01-25	Direct Deposit	
W	2017-01-04	\$0.00	\$10,893.52	(\$1,637.98)	\$1,094.24	\$1,035.23	\$9,314.55	PAID	2017-01-18	Direct Deposit	



PAYCHECKS

Sum of 2017 Paychecks: \$132,155.83

15 items found, displaying all items.



















Pmt Freq	Period Ending	Balance Forward	Credits	Debits	Release	Allowance	Payment Net Balance	Status	Date Sent	Payment Method	CSV
W	2017-05-24	\$0.00	\$16,427.47	(\$3,789.48)	\$203.57	\$1,284.41	\$11,557.15	PAID	2017-06-07	Direct Deposit	
W	2017-05-17	\$0.00	\$23,144.86	(\$2,980.83)	\$128.85	\$2,029.54	\$18,263.34	PAID	2017-05-31	Direct Deposit	
W	2017-05-10	\$0.00	\$20,611.35	(\$2,823.03)	\$0.00	\$1,779.08	\$16,009.24	PAID	2017-05-24	Direct Deposit	
W	2017-05-03	\$0.00	\$27,925.50	(\$3,010.69)	\$0.00	\$2,491.73	\$22,423.08	PAID	2017-05-17	Direct Deposit	
W	2017-04-26	\$0.00	\$11,229.36	(\$2,266.46)	\$0.00	\$896.54	\$8,066.36	PAID	2017-05-10	Direct Deposit	
W	2017-04-19	\$0.00	\$14,764.06	(\$1,543.46)	\$0.00	\$1,322.31	\$11,898.29	PAID	2017-05-03	Direct Deposit	
W	2017-04-12	\$0.00	\$11,766.79	(\$1,450.20)	\$0.00	\$1,031.91	\$9,284.68	PAID	2017-04-26	Direct Deposit	
W	2017-04-05	\$0.00	\$15,426.96	(\$1,602.82)	\$0.00	\$1,382.66	\$12,441.48	PAID	2017-04-19	Direct Deposit	
W	2017-03-29	\$0.00	\$4,589.96	(\$1,613.66)	\$0.00	\$297.88	\$2,678.42	PAID	2017-04-12	Direct Deposit	
W	2017-03-22	\$0.00	\$8,623.04	(\$812.04)	\$0.00	\$781.35	\$7,029.65	PAID	2017-04-05	Direct Deposit	
W	2017-03-15	\$0.00	\$7,554.50	(\$1,205.61)	\$0.00	\$635.14	\$5,713.75	PAID	2017-03-29	Direct Deposit	
W	2017-03-08	\$0.00	\$4,861.19	(\$634.72)	\$0.00	\$422.90	\$3,803.57	PAID	2017-03-22	Direct Deposit	
W	2017-03-01	\$0.00	\$2,326.34	(\$293.11)	\$0.00	\$203.57	\$1,829.66	PAID	2017-03-15	Direct Deposit	
W	2017-02-22	(\$10.71)	\$1,349.16	(\$52.44)	\$0.00	\$428.85	\$1,157.16	PAID	2017-03-08	Direct Deposit	
W	2017-02-15	\$0.00	\$0.00	(\$10.71)	\$0.00	\$0.00	(\$10.71)		-	-	



PAYCHECKS

Sum of 2017 Paychecks: \$179,102.38

20 items found, displaying all items.

Pmt Freq	Period Ending	Balance Forward	Credits	Debits	Release	Allowance	Payment Net Balance	Status	Date Sent	Payment Method	CSV
W	2017-05-24	\$0.00	\$11,677.52	(\$1,129.76)	\$721.72	\$1,127.20	\$10,142.28	PAID	2017-06-07	Direct Deposit	
W	2017-05-17	\$0.00	\$11,632.26	(\$1,264.35)	\$1,091.21	\$1,146.16	\$10,312.96	PAID	2017-05-31	Direct Deposit	
W	2017-05-10	\$0.00	\$21,570.91	(\$1,665.93)	\$1,058.94	\$2,096.64	\$18,867.28	PAID	2017-05-24	Direct Deposit	
W	2017-05-03	\$0.00	\$14,970.59	(\$1,746.84)	\$1,169.58	\$1,439.58	\$12,953.75	PAID	2017-05-17	Direct Deposit	
W	2017-04-26	\$0.00	\$8,803.94	(\$2,256.06)	\$583.67	\$713.41	\$6,418.14	PAID	2017-05-10	Direct Deposit	
W	2017-04-19	\$0.00	\$11,835.46	(\$1,380.10)	\$269.05	\$1,072.69	\$9,651.72	PAID	2017-05-03	Direct Deposit	
W	2017-04-12	\$0.00	\$20,359.74	(\$2,644.75)	\$155.57	\$1,787.31	\$16,083.25	PAID	2017-04-26	Direct Deposit	
W	2017-04-05	\$0.00	\$10,008.34	(\$1,738.80)	\$0.00	\$827.20	\$7,442.34	PAID	2017-04-19	Direct Deposit	
W	2017-03-29	\$0.00	\$9,831.58	(\$1,384.94)	\$0.00	\$844.91	\$7,601.73	PAID	2017-04-12	Direct Deposit	
W	2017-03-22	\$0.00	\$12,281.46	(\$1,044.62)	\$0.00	\$1,123.93	\$10,112.91	PAID	2017-04-05	Direct Deposit	
W	2017-03-15	\$0.00	\$15,190.11	(\$1,490.82)	\$0.00	\$1,370.18	\$12,329.11	PAID	2017-03-29	Direct Deposit	
W	2017-03-08	\$0.00	\$14,558.04	(\$1,494.59)	\$0.00	\$1,306.60	\$11,756.85	PAID	2017-03-22	Direct Deposit	
W	2017-03-01	\$0.00	\$8,337.88	(\$1,123.21)	\$0.00	\$721.72	\$6,492.95	PAID	2017-03-15	Direct Deposit	
W	2017-02-22	\$0.00	\$11,968.88	(\$1,059.25)	\$0.00	\$4,091.24	\$9,818.42	PAID	2017-03-08	Direct Deposit	
W	2017-02-15	\$0.00	\$11,722.70	(\$1,135.80)	\$0.00	\$4,058.94	\$9,527.96	PAID	2017-03-01	Direct Deposit	
W	2017-02-08	\$0.00	\$12,474.65	(\$781.38)	\$0.00	\$4,169.58	\$10,523.69	PAID	2017-02-22	Direct Deposit	
W	2017-02-01	\$0.00	\$6,609.38	(\$775.21)	\$0.00	\$583.67	\$5,250.50	PAID	2017-02-15	Direct Deposit	
W	2017-01-25	\$0.00	\$2,991.04	(\$303.05)	\$0.00	\$269.05	\$2,418.94	PAID	2017-02-08	Direct Deposit	
W	2017-01-18	(\$21.39)	\$1,673.98	(\$99.42)	\$0.00	\$455.57	\$1,397.60	PAID	2017-02-01	Direct Deposit	
W	2017-01-11	\$0.00	\$0.00	(\$21.39)	\$0.00	\$0.00	(\$21.39)		-	-	



Conversion Report



May 1, 2017 - May 31, 2017

Report Options

Report Filters

Save Report

Report Summary

CONVERSIONS

30,284

PAYOUT

\$43,134.00



Conversion Report



Jun 1, 2017 - Jun 14, 2017 ▼

Report Options ▼

Report Filters ▼

Save Report ▼



Report Summary

CONVERSIONS
24,740



PAYOUT
\$32,398.40



We also generate money from our list through paid solo ads, ad swaps, affiliate offers, and other CPA offers.



Getting low cost email leads and earning money from them for months and years to come is just one model people are using to make a fortune from Facebook.



50k

Ad Views

2016

Product Views

276

Added to Cart

70

Purchased

Revenue

\$2791.41

Total spent

\$289.81

Profit

\$2501.60



Yesterday



Apr 10

Sales

ONLINE STORE

\$2,719.94

+27,236%

2 orders

[Overview](#)



Engagement

ONLINE STORE

121 visitors

-19%

117 unique

[Overview](#)



Why Facebook Ads Are So Good...



Why Facebook Ads Are So Good

- Facebook has about 2 Billion active users.
- More importantly, Facebook knows its users inside and out. What they like, what they respond to, and what they buy.
- That means you can laser target prospects AND once you have a list of them... Facebook can find you millions more just like them.



**That's why over 5 million businesses will spend
\$36 Billion on Facebook Ads this year.
(Up 35% from last year!)**



What can you promote on Facebook?



Anything you want, but you'll get the best results (and the fastest results) by promoting something you can track and measure like leads and/or sales on your own website.



When you add Facebook's tracking pixel to your site pages, you can track your visitor actions for page views, opt-ins, add-to-cart, and purchases.



Because you can track these actions back to a specific ad, you can analyze the exact results of each ad and then choose to continue running the ad, scale the ad, or cancel the ad.



How much does it cost to run an ad?



You can run ads for as little as \$1 a day and grow as you see results. But we suggest you want to invest \$5 a day for your initial ad tests so you can see results faster.



**Before you start ads, please follow
these 2 important steps:**



Step 1 – Research – Find out what your prospects are interested in, where they live, and any other key info you can determine like their gender and age range.



If you're not sure about this, you can use Facebook's Audience Insight tool to analyze the Facebook Pages for similar businesses.



**Example – when we target prospects
for our survival business, what do
you think they’re interested in?**



Step 2 – Determine Key Performance Indicators (KPI's) for your visitor actions.



Key Performance Indicators

- Ad Click Cost
- Opt-in Page Conversion Rate
- Lead Cost
- Buyer Conversion Rate
- Buyer Cost
- Lifetime Value of Leads
- Initial Buyer Value
- Lifetime Buyer Value



KPI Survival Lead Generation

Cost Per Click	\$ 0.30
Opt-in Rate	50%
Cost Per Lead	\$ 0.60
Lifetime Lead Value	\$ 6.00
Initial Sales Conv	0.50%
Average Initial Sale	\$ 30.00
Average Initial Sale/Lead	\$0.15



KPI Ecomm Store

Cost Per Click	\$ 0.25
Conversion Rate	5%
Cost Per Sale	\$ 5.00
Avg Profit Per Sale	\$ 10.00



Set Up And Test Ads

- Set up some ads – each targeted to one of the interests you've researched (along with geographic and demographic targets)
- Your daily budget per ad is determined by your overall budget, price of what you're trying to promote, and how fast you want to see results.



Set Up And Test Ads

- If you're not sure what budget to use, then start with \$5/day for each ad.
- Let the ads run for 3 days (so you get enough data) and then analyze the results.



Key Point:

**When you run ads, you are getting data.
The more data you get... the smarter you
become. The smarter you become...
the better your results will be.**



Let's look at your ad results:



“Half the money I spend on advertising is wasted; the trouble is I don’t know which half.” – John Wanamaker (Retail merchant pre-Internet)



Possible Result #1: You invested \$5 and made \$10. What should you do?



SCALE this Ad!



Scaling Successful Ads

- Double the \$5/day to \$10/day. Check results after 24-48 hours to make sure you're still hitting target numbers.
- Keep doubling (\$5 - \$10 - \$20 - \$40 - \$80) as long your numbers are good.
- Over \$100/day, increase more slowly (think 20%).



Possible Result #2: You invested \$5 and made \$1. What should you do?



Possible Result #3: You invested \$5 and made \$4. What should you do?



Dig deeper to find out which part of this worked and which didn't so you can optimize the ad to take advantage of what worked.



Data You Can Analyze

- Age
- Gender
- Business Locations
- Country
- Region
- DMA Region
- Device
- Platform
- Placement
- Time of Day



Analyzing Results and Optimizing based on Data are the keys to making the most money with Facebook ads.



**If you take a losing ad and turn it into a winner,
you get traffic, leads, and sales that you would
have otherwise missed out on.**



Benefits of Improving a Mediocre Ad

- Ad spend of \$5 only makes you \$4 on test campaign.
- After analyzing and optimizing, you find the winning combo for best targeting.
- With this improvement, the \$5 ad spend now returns \$10.
- You turn a loser into a winner.
- And you have another winning ad campaign you can scale.



If you take a winner and scale it up, while decreasing your ad costs by 30%, you increase your profits by a huge margin.



**If your ad spend is \$10,000 a month, that's
\$3,000 in additional profits each month!**



When you can scale your ad while decreasing your cost per sale or cost per lead, you get a truly astounding ROI.



Scaling Your Ad While Decreasing CPL or CPS

- Once you have a winning ad like one that turns \$5 into \$10, you'll want to scale it as fast as possible.
- But at the same time, you want to lower the CPL or CPS if possible so you get more volume with even greater profits.
- With even 1 single ad campaign that's optimized at \$100 ad spend to bring you \$200 in return, you're looking at \$100 profit per day which adds up to \$3,000 a month!



If you're just running 1 ad, then you can probably find the time each day to babysit your ad, review and analyze the results, and then optimize your ad further.



But to be successful, you'll want to run lots of ads targeted and optimized for all the best interests for your business.



**This is where most people run into problems
and get much worse results than they could.**



When You Get Overwhelmed By The Data

- You lose money to higher ad costs
- Your losing ads run too long
- Your winning ads don't get scaled up to increase your profits
- You miss out on reinvesting the profits to grow your business at a much faster rate
- You lose your mind!



No one can personally do a great job at managing all this for dozens or hundreds of ads so that's why we've focused the last 9 months on automating the analysis and optimization.



Introducing...

Automated Ads



Automated Ads lets you...

- Instantly analyze your Facebook ads to see the bigger picture of what's working and what's not
- Let the Artificial Intelligence automatically copy your ad sets and "optimize" them using the advanced Artificial Intelligence (AI)
- Let the AI continue to then automatically adjust your campaigns / ad sets using our proprietary algorithms to grow the winners and stop the losers WITHOUT the risk of killing winning ad sets that normally occurs when people try to grow winning ad sets on their own (a common mistake)
- Track and monitor it all in one easy place



**Use Automated Ads to get a complete analysis
and crystal clear report on any ad campaign.**



An Overview of One of Our Campaigns Inside of AA



LEAD GENERATION #1

Period beginning:	Jan 1, 2017	
Period ending:	Jun 14, 2017	
Impressions:	3,864,266	
Total spent:	\$57,120.68	
Total CPC:	\$0.51	
Cost per lead:	\$0.51	
Cost per purchase:	\$108.18	



FACEBOOK INSIGHTS

Comment	3,056
Offsite conversion custom 1438446112909014	1
Offsite conversion custom 481100392231733	12
Like	8,762
Link click	116,886
Offsite conversion FB pixel add to cart	158
Offsite conversion FB pixel complete registration	241
Offsite conversion FB pixel lead	112,008
Offsite conversion FB pixel purchase	528
Offsite conversion FB pixel view content	46
Photo view	90
Post	5,774
Post reaction	28,670
Unlike	23
Video play	48
Video view	2,691
Page engagement	165,929
Post engagement	157,167
Offsite conversion	112,994

LEADS

Your cost per lead during this time span ranges from \$0.25 to \$2.69.

Your average cost per lead during this time span is \$0.52.

Your cheapest leads during this time span come from men age 45-54.

Your cheapest regions for leads during this time span are (cheapest first):

New Jersey, California, Massachusetts, Arizona, Ohio, Minnesota, Alabama, Washington, New York, Oregon, Missouri, Florida, Virginia

Your cheapest times for leads during this time span are

Sunday 5am to 6am, 8am to 11am, 1pm to 2pm, 3pm to 5pm

Monday 6pm to 7pm

Tuesday 7pm to 8pm

Wednesday 8am to 9am, 11am to 12pm, 3pm to 4pm, 5pm to 7pm

Friday 8pm to 9pm

Saturday 8pm to 10pm



PURCHASES

Your cost per purchase during this time span ranges from \$38.98 to \$930.69.

Your average cost per purchase during this time span is \$141.97.

Your cheapest purchases during this time span come from men age 45-54.

Your cheapest regions for purchases during this time span are (cheapest first):

Nebraska, Maine, Utah, Arizona, Nevada, Illinois, New Jersey, Tennessee, Georgia, New York, Oregon, Alabama, Florida, North Carolina

Your cheapest times for purchases during this time span are

Sunday 2am to 3am, 12pm to 2pm

Monday 12am to 1am, 7am to 8am, 1pm to 2pm

Wednesday 12am to 1am, 5am to 6am

Thursday 1am to 2am

Friday 12am to 2am, 10pm to 11pm



**At the start
before the AI
optimized
more, there
were cost per
leads of well
over \$1**



OPT-TIME 30D rep men - New Image -- OPT-AGE-REGION AA
- bug out bag - Giveaway - leads optimized mobile - no
lookalike plus survival targeting



CPL: \$1.09



New Image -- OPT-AGE-REGION AA - bug out bag - Giveaway
- leads optimized mobile - lookalike plus survival targeting



CPL: \$1.27



friends of likes - rep men auto desk + mobile + survival + 1
day click or view auto -- bug out bag - Copy 3



CPL: \$1.48



OPT-TIME rep men auto desk + mobile + survival + 1 day
click or view auto -- bug out bag - Copy 2



CPL: \$1.69

After the AI had time to kick in, we see ad sets its making with lead costs a fourth of the cost in some cases!



men - manual - no target - New Image -- OPT-AGE-REGION AA - bug out bag - Giveaway - leads optimized mobile - no lookalike plus survival targeting



CPL: \$0.28



all ages - rep men auto desk + mobile + survival + 1 day click or view auto -- bug out bag - Copy 3



CPL: \$0.32



rep men + survival + 1 day click or view auto -- bug out bag



CPL: \$0.34



audience OPT-AGE-REGION AA clone 2 - bug out bag - Giveaway - leads optimized mobile - lookalike plus survival targeting



CPL: \$0.42

While the average savings was around 50%!



OPT-SEAN-OPEN-ARG-TEST OPT-AGE-REGION AA clone 2 - bug out bag - Giveaway - leads optimized mobile - lookalike plus survival targeting - Copy 3



CPL: \$0.52



just men no lookalike no target - Manual 60 extra link - New Image – OPT-AGE-REGION AA - bug out bag - Giveaway - leads optimized mobile



CPL: \$0.53



men - Manual 60 extra link - New Image – OPT-AGE-REGION AA - bug out bag - Giveaway - leads optimized mobile - lookalike plus survival targeting



CPL: \$0.54

And in some more exceptional cases, there were insane reductions that we had to triple check because we couldn't believe it at first!

Yep, that's 6 to 14 cents a lead in some cases!



just men lookalike no target - Manual 60 extra link - New Image -- OPT-AGE-REGION AA - bug out bag - Giveaway - leads optimized mobile >

CPL: \$0.06



Manual - New Image -- OPT-AGE-REGION AA - bug out bag - Giveaway - leads optimized mobile - lookalike plus survival targeting >

CPL: \$0.14

AD SETS BY CPP



just men lookalike no target - Manual 60 extra link - New Image -- OPT-AGE-REGION AA - bug out bag - Giveaway - leads optimized mobile



CPP: \$4.82



Feb - audience OPT-AGE-REGION AA clone 2 - bug out bag - Giveaway - leads optimized mobile - lookalike plus survival targeting - Copy



CPP: \$23.28



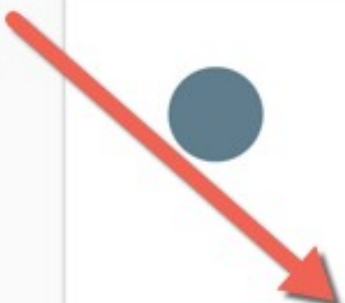
2 OPT-AGE-REGION AA clone 2 - bug out bag - Giveaway - leads optimized mobile - lookalike plus survival targeting - Copy 2



CPP: \$30.33

And although we focused on building a list by getting cheap leads rather than sales, you can still optimize by purchase / sales as well!

These are great numbers for us!



Use Automated Ads to automatically optimize any ad campaign.

What daily budget do you want for the optimized version of this ad set?

\$

Which conversion event should be used for optimization?

FB pixel leads FB pixel purchases

Note: This will also change the conversion event type of the original ad set.
Be sure that your JavaScript pixel is set accordingly.

Note: This ad set has generated 0 leads and 0 purchases in the last 14 days.
Choosing to optimize may produce few or no results.



You can choose to optimize by age, gender, and location, or by daypart.



Use Automated Ads to automatically manage ad budgets and scale ads.

What maximum daily budget would you like to use?

\$

What cost-per-conversion cutoff would you like to use to identify good performers?

\$

Which conversion event should be used for optimization?

FB pixel leads FB pixel purchases

Note: This will also change the conversion event type of the original ad set.

Be sure that your JavaScript pixel is set accordingly.

Note: This ad set has generated 0 leads and 0 purchases in the last 14 days.

Choosing to optimize may produce few or no results.

Auto-adjust

Cancel



Use Automated Ads to automatically manage your ads to monitor them for hitting your target numbers. If your costs get too high, Automated Ads will pause the ad so you never have to worry about missing something that costs you a fortune.



Use Automated Ads to automatically scale your ad campaigns. Choose your target cost per lead or cost per sale, set your budget and Automated Ads will do the rest!



Complete A-to-Z Training – you'll get complete step-by-step training on all aspects of using the software to run your Facebook ads, whether you're brand new to Facebook advertising or a seasoned veteran.



Top Notch Customer Support – whenever you need help, our world class support team is ready to help you.



Bonus No. 1 – Use AA For 100 Ad Accounts

- Many people use separate ad accounts for each niche or product line.
- You can also use Automated Ads to manage Facebook ads for other businesses.



Managing Facebook Ad Accounts

- Typical Rates:
 - \$499/mo for 2 campaigns with 2 ad sets per campaign and 2 ads per ad set
 - \$999/mo for 4 campaigns with 4 ad sets per campaign and 4 ads per ad set



Managing Facebook Ad Accounts

- Facebook has 5,000,000 businesses now running ads. They all want better results – lower cost ads with more leads and more sales.
- With over 100,000,000 businesses worldwide, about 95,000,000 businesses are not yet advertising on Facebook. But they should be.



Bonus No. 2 – Free Future Updates

- We're in the middle of rolling out some HUGE updates this summer that will be worth a fortune, but you all will get them for FREE
 - Ability to Automatically CREATE NEW ADS FROM SCRATCH (graphics, copy, etc. – you can still tweak them, but this saves you hours of work) -- **\$3,000 Value**
 - Integration with Top E-commerce Stores and Custom T-Shirt, Mugs, Jewelry Stores (so you can have it automatically turn your Shopify store into lots of ads advertising each of your products) -- **\$2,000 Value**
 - Further Updates and Tweaks to Automated Ads itself to make it better and better -- **\$500 Value**
 - Ability to recommend new features or tweaks that you'd like to see and most likely we'll make it happen (provided that it obviously makes sense) – **Priceless!**



Bonus No. 3 – Get Our Help With Your Ads!

- We'll review your ad campaign and site to give you our recommendations for improvements.
- With our experience running millions of dollars in ads, our fees to manage ads for clients start at \$5,000 a month.



Account: [REDACTED]

Search Filters Jun 7, 2017

Account Overview Campaigns 1 selected Ad Sets for 1 Campaign Ads for 1 Campaign

+ Create Ad Set Edit Duplicate Ad Sets... Create Rule More Columns: Performance Breakdown Export

	Ad Set Name	Delivery	Results	Reach	Cost pe...	Budget	Amount Sp...	Schedule
<input type="checkbox"/>	[REDACTED]	Active 1 Approved	16 Leads	1,243	\$0.62 Per Lead	\$20.00 Daily	\$9.91	Jun 6, 2017 – Ongoing
▶ Results from 1 Ad Set ⚠ Loading...			16 Leads	1,243 People	\$0.62 Per Lead		\$9.91 Total Spent	



Account: [REDACTED]

Search Filters Today: Jun 14, 2017

Account Overview

Campaigns 1 selected

Ad Sets 1 selected

Ads for 1 Ad Set

+ Create Ad Set Edit Duplicate Ad Set... Create Rule More

Columns: Performance Breakdown Export

Ad Set Name	Delivery	Results	Reach	Cost pe...	Budget	Amount Sp...	Schedule
[REDACTED]	Active 1 Approved	11 Leads	725	\$0.35 Per Lead	\$20.00 Daily	\$3.87	Jun 6, 2017 – Ongoing
Results from 1 Ad Set Loading...		11 Leads	725 People	\$0.35 Per Lead		\$3.87 Total Spent	



Who Should Use Automated Ads?

- **People who are now running Facebook ads who want to optimize their ads, lower their costs, and improve their results on autopilot.**
- **People who manage Facebook ads for other businesses.**
- **People who want to start running ads and not have to waste time figuring out how to analyze and optimize ads.**



You're in the first big group we've ever offered Automated Ads to so you'll get the first mover advantage.



We plan to sell Automated Ads for \$297 / month because of all the value the current version along with the future updates will also bring others who are struggling with Facebook ads currently



**Today Only – you can get a
huge introductory discount and
save thousands.**



Automated Ads Intro Deal – Only \$997/Yr

(locked in at that special rate for life)

30 Day Money Back Guarantee

Go To → AutomatedAds.com/earlyaccess

Valid for Today Only.



Automated Ads Intro Deal – Only \$997/Yr

(locked in at that special rate for life)

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