

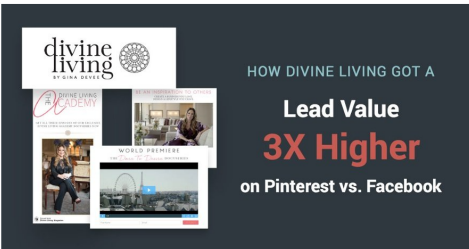
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How Divine Living Got a Lead Value 3X Higher on Pinterest vs. Facebook

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Campaign Goal: To increase return on adspend (ROAS) and maximize retargeting reach on Pinterest

Every marketer knows, you have to bring your message to your audience, wherever your audience may be. Sometimes, your audience isn't where you're trying to target them with ads. Once you figure out where they are, and how to reach them, your results can be spectacular.



Meet Divine Living

Gina DeVee is the unstoppable force behind Divine Living. Gina works with women entrepreneurs all over the world, helping them build 6 and 7-figure businesses and create lives they love.

Divine Living is one of FunnelDash's VIP clients. We work with them to audit, monitor and improve their paid media campaigns.

The Opportunity

Please note: The data you see here is displayed on the dashboards from our Beta release of FunnelDash. The layout and information you will get in the current FunnelDash app dashboards will look different. The FunnelDash dashboards no longer track or calculate Customer Lifetime Value.

Gina and her partner Glenn launched a 12-month, high-end, exclusive coaching program called the Divine Living Academy.

They had set up a simple, yet elegant funnel of collecting leads via Facebook ads, then sending them to a 4-part video series, and finally to the sales page.

After seeing success with Facebook ads their appetite for scaling paid media beyond Facebook grew. They wanted to expand their reach to other ad platforms. The Facebook campaign that started in November was their new control for expected for their 30 day return on ad spend (ROAS).

When FunnelDash delivered it's routine monthly paid media audit, they were excited about the early returns so we started brainstorming ways to increase their exposure. We took a step back and looked at their full social and paid media picture.

That's when we discovered the opportunity!!

Gina was targeting women entrepreneurs who want to create a successful business or take their current business to the next level. And they spend more time on Pinterest.

We looked at the Divine Living Pinterest account and determined there was a high level of organic engagement there. So, we moved the focus of our paid media campaign over to Pinterest and, voila, there were the awesome results we were looking for.

The Divine Living Academy campaign made \$22,000 in revenue and had a total ad spend of \$6,890 from December 1st – 22nd. They got 666 leads at a cost of \$10.59 per lead for that period. This gave them a value per lead of \$37.04

Compare that to the value per lead of \$10 on Facebook, and you see that they tripled their value per lead, just by refocusing on the social media platform where their audience hangs out.

I need to take a moment and clarify some of the results you're seeing here.

The numbers quoted above are from Pinterest pixels. Pixel conversions are not the same as contacts or customers, like we record inside FunnelDash. That's why you see a discrepancy between the numbers from the Pinterest pixel and the results shown in the images above.

So, even though the Pinterest results gave us an earnings per lead value of \$37.04, At the time this campaign was run, FunnelDash tracked a segment of that traffic, the segment that was in Divine Living's CRM. When you look at the actual optin lifetime value of contacts that converted, you end up with \$89.84.

Again, please note, FunnelDash no longer tracks or calculates Customer LTV.

Here's how we did it:

We Started with Warm Traffic

As mentioned before, Divine Living had a high level of organic engagement on Pinterest. We started our Pinterest retargeting campaign by focusing on site visitors and members of the Divine Living email list who hadn't already purchased.

We looked for the pins that were getting the most organic engagement within the last 30 days and used one those to retarget our traffic.

After running traffic to this pin for a couple of days, we saw that the click-through rate (CTR) was lower than the Pinterest industry standard. Pinterest gives you a lot of data on which parts of your targeting are working, including language, location, and devices. We reviewed this data and found certain cities and devices that weren't performing well. We edited our targeting at the pin level to remove those audience segments.

A few days later, the CTR was up where it should be. At that point, we raised our cost-per-click (CPC) bid from \$1 to \$3, to make sure we reached as many people as possible in the Pinterest auction.

We also set up checkout tracking in Pinterest so we could see where our leads were converting in the process, so we could optimize our campaign even more. We found two places in particular that gave us the best results:

- **Click-Through Conversions:** When someone clicks on an ad in Pinterest, leaves the Pinterest site, then converts.
- **Engagement Conversions:** When someone re-pins, or adds your pin to their board, and then converts.

Now that we'd gotten a good response from our known audience...

Then We Targeted Cold Traffic

Our first goal was to minimize inefficiency in this part of the campaign. We looked at what we learned from our original Facebook campaign to create what Pinterest refers to as "actuallike" audiences. Shortly after, we tested keywords and interests.

We ran a creative test on cold traffic for 2 weeks and tested all placements on Pinterest.

Pro Tip: On Pinterest, you have to test keyword traffic vs. actuallike traffic vs interests. Each of these counts as a different placement. That way you're not bidding against yourself and you're getting full coverage for your test.

As we started to see results, we narrowed our targeting to make it more efficient. At the end of our 2-week test, we were only targeting one audience. We kept running the winning pin in that audience until the end of the campaign. During that time, we increased or decreased the ad bid, based on our conversion rate.

Here Are 5 Steps You Can Take to Succeed with Pinterest Ads for Your Business:

- Start with warm traffic to make your campaign as efficient as possible.
- Use what you learn on Facebook and Pinterest to target cold traffic.
- Start targeting a broad audience, then narrow it down for efficiency as you see results. You should be targeting a single audience after 2 weeks of testing.
- Find the winning Pin for that audience and increase or decrease your ad bid based on your conversion rate.
- Use Pinterest's cloning feature to make new versions of the same ad.

Want More Details on This Campaign?

Click on the button below to download our Divine Living Academy Case Study Funnel Performance Report.



About The Author

Zach Johnson is Founder of FunnelDash, the Agency Growth and Finance Company, with their legendary Clients Like Clockwork solutions. Under Zach's leadership, FunnelDash has grown to over 5,000+ agency customers managing over \$1 Billion in ad spend across 41,000 ad accounts on. Zach's private clients have included influencers such as Dr. Axe, Marie Forleo, Dan Kennedy, Dean Graziosi to name a few. Zach is also a noted keynote speaker and industry leader who's now on a mission to partner with agencies to fund \$1 Billion in ad spend over the next 5 years.