

Case Study #2

Travel tech startup offering cheap flights for professionals wanted to expand their reach and drive new signups to their platform from Facebook & Instagram, at the lowest possible cost per acquisition, whilst validating audiences and company messaging

After optimizations, performance has brought over **2,600 signups** at a **£0.7 cost per signup** through data-driven testing of audiences and ads, which showcases a great example of what's possible when a strong value proposition and website funnel meets our services

Campaign Name	Delivery	Amount Spent	Results	Cost per Result	Ends	Website Purchases
Audience scaling	Active	£1,321.93	2,230 Sign - ups	£0.59 Per Sign - ups	Ongoing	240
Audience scaling	Active	£261.91	168 Sign - ups	£1.56 Per Sign - ups	Ongoing	28
Audience test	Inactive	£163.16	176 Sign - ups	£0.93 Per Sign - ups	Ongoing	28
Audience scaling	Active	£138.45	107 Sign - ups	£1.29 Per Sign - ups	Ongoing	2
Audience scaling	Inactive	£0.00	— Sign - ups	— Per Sign - ups	Ongoing	—
▶ Results from 5 campaigns		£1,885.95 Total Spent	2,681 Sign - ups	£0.70 Per Sign - ups		299 Total