

THE 3-STEP FORMULA TO 10X YOUR FACEBOOK AD SPEND WITH CONSISTENT ROI

The repeatable formula we've used to 5-10X our eCommerce customers ad spend and 5-10X their businesses...

KEITH KRANCE - Founder & CEO, DWM (Dominate Web Media)

RALPH BURNS - Owner & CEO, DWM Agency

C&C
2017

Customer A: Jan 2015 Ad Spend: **\$33,844** (\$1,128/Day)

The screenshot shows the Facebook Ads Manager interface for Customer A. The date range is set to Jan 1, 2015 - Jan 30, 2015. The table displays the following data:

Campaign Name	Delivery	Results	Reach	Cost per ...	Amount Spent	Ends	People Taki...	Website Pur...
...a Reset OptIn - Warm Market - Tracnactive	Active	—	265,078	—	\$2,177.74	Ongoing	12,496	—
... Retargeting	Deleted	—	258,767	—	\$12,037.54	Jan 25, 2016	19,640	—
...arm & Cold - Tracking Sales	Deleted	—	799,457	—	\$4,573.12	Jun 27, 2017	47,376	—
... Toxic	Deleted	—	272,240	—	\$3,000.00	Jan 25, 2016	17,856	—
... Retargeting	Deleted	—	111,903	—	\$1,763.92	Jan 25, 2016	7,904	—
[...ng Drew Canole	Deleted	5 Page Likes	1,059	\$2.40 Per Page Like	\$11.99	Jan 15, 2015	5	—
[...ng Drew Canole	Deleted	62 Page Likes	1,862	\$0.65 Per Page Like	\$40.00	Jan 3, 2015	64	—
P... Weight By Eating More – Give Your...	Deleted	149 Post Engagem...	3,830	\$0.07 Per Post Engag...	\$11.00	Jan 16, 2015	130	—
▶ Results from 193 Campaigns			11,226,265 People	—	\$33,844.40 Total Spent		1,058,816 People	— Total

Customer A: Last 30 Days: **\$361,746** (\$12,058/Day)

Account [redacted] Search Filters Last 30 days: Aug 16, 2017 - Sep 14, 2017
Note: Does not include today's data

FILTERS: Delivery: Any × Impressions: > 0 × Save Filter Clear

Account Overview Campaigns Ad Sets Ads

+ Create Campaign Edit Duplicate Campaigns... Create Rule More ▶ Columns: Custom Breakdown Export

	Campaign Name	Website Purcha...	Cost per Websit...	Amount Spent	Website Purchases...	Website Purchase R...
<input type="checkbox"/>	[redacted]	749	\$116.76	\$87,454.01	\$94,046.27	1.08
<input type="checkbox"/>	[redacted]	520	\$139.01	\$72,284.10	\$63,353.19	0.88
<input type="checkbox"/>	[redacted] 7/14	333	\$87.72	\$29,211.04	\$50,988.90	1.75
<input type="checkbox"/>	[redacted] heads	297	\$86.59	\$25,716.59	\$33,160.13	1.29
<input type="checkbox"/>	[redacted] as	208	\$114.72	\$23,860.99	\$27,949.82	1.17
<input type="checkbox"/>	[redacted] ting	249	\$78.92	\$19,651.52	\$31,022.39	1.58
<input type="checkbox"/>	[redacted] ing	201	\$60.61	\$12,784.80	\$24,371.15	1.91
<input type="checkbox"/>	[redacted] leads	126	\$90.63	\$11,419.62	\$14,313.19	1.25
▶ Results from 28 Campaigns		4,353 Total	\$83.10 Per Action	\$361,746.12 Total Spent	\$581,158.91 Total	1.61 Average

Customer B: Mar 2016 Ad Spend: \$19,108 (\$637/Day)

Account: IF [redacted] A

Search Filters Mar 1, 2016 – Mar 30, 2016

Account Overview Campaigns Ad Sets Ads

Create Campaign Columns: Custom Breakdown Export

Campaign Name	Delivery	Results	Reach	Cost per ...	Amount Spent	Website Pur...	Ends	People Taki
PF	Active	Sale - DCM	—	Per Sale - DCM	\$0.00	\$0.00	Ongoing	
Me	Active	ManyChat Mes...	—	Per ManyChat ...	\$0.00	\$0.00	Ongoing	
Di	Active	Sale - IPA	—	Per Sale - IPA	\$0.00	\$0.00	Ongoing	
IE	Active	Sale - IEA	—	Per Sale - IEA	\$0.00	\$0.00	Ongoing	
Re	Active	Too Much Text in Image Multiple Conver...	—	Multiple Conver...	\$0.00	\$0.00	Ongoing	
Di	Active	Too Much Text in Image Multiple Conver...	—	Multiple Conver...	\$0.00	\$0.00	Ongoing	
Re	Active	Too Much Text in Image Sale - IPA	—	Per Sale - IPA	\$0.00	\$0.00	Ongoing	
Re	Active	Clicks to Website Link Click	—	Per Link Click	\$0.00	\$0.00	Ongoing	
Re	Active	Video View	—	—	\$0.00	\$0.00	Ongoing	
Results from 265 Campaigns			980,273 People	—	\$19,108.17 Total Spent	\$0.00 Total		10

Customer B: Last 30 Days: **\$402,601** (\$13,420/Day)

Account: IF [] A

Search Filters Last 30 days: Aug 17, 2017 – Sep 15, 2017
Note: Does not include today's data

Account Overview Campaigns Ad Sets Ads

Create Campaign Columns: Custom Breakdown Export

Campaign Name	Results	Reach	Cost per ...	Amount Spent	Website Pur...	Ends	People Taki...	Website Pur...
quarred	Multiple Conver...	5,140,271	Multiple Conver...	\$201,063.54	\$270,587.00	Ongoing	2,221,056	2,228
	1,566 Sale - IPA	5,855,066	\$114.30 Per Sale - IPA	\$179,001.23	\$241,479.00	Ongoing	2,489,344	1,990
/C	104 Sale - IPA	95,150	\$64.07 Per Sale - IPA	\$6,663.24	\$16,975.00	Ongoing	50,832	149
	Multiple Conver...	35,537	Multiple Conver...	\$5,260.01	\$14,627.00	Ongoing	18,304	124
	22 Sale - DCM	47,256	\$85.67 Per Sale - DCM	\$1,884.68	\$2,215.00	Ongoing	20,072	25
Video View	34,789 3-Second Vide...	53,800	\$0.05 Per 3-Second Vi...	\$1,726.73	\$6,811.00	Ongoing	27,312	61
	18 Sale - IEA	15,213	\$91.63 Per Sale - IEA	\$1,649.30	\$7,296.00	Ongoing	7,900	45
	444 ManyChat Mes...	57,629	\$2.88 Per ManyChat ...	\$1,279.09	\$1,573.00	Ongoing	23,952	9
licks to Website	1,748	41,575	\$0.44	\$764.73	\$4,266.00	Ongoing	12,080	33
Results from 265 Campaigns	—	8,468,662 People		\$402,601.28 Total Spent	\$592,611.00 Total		4,100,096 People	4,932 Total

Customer C: Sept 2016 Ad Spend: \$18,781 (\$626/Day)

Account: [Redacted] Account

Search Filters **Sep 1, 2016 – Sep 30, 2016**

Account Overview Campaigns Ad Sets Ads

Campaign Name Edit Duplicate Campaigns... Create Rule More

Columns: Custom Breakdown Export

Campaign Name	Results	Reach	Cost per...	Amount Sp...	Website Purc...	Ends	Link Clicks	Website P...
MM	312 Purchases	104,511	\$6.05 Per Purchase	\$1,887.63	\$49.00	Ongoing	2,683	312
Mas	41 Purchases	64,324	\$36.53 Per Purchase	\$1,497.66	\$1,968.25	Ongoing	3,391	41
CW	7 Purchases	1,211	\$4.27 Per Purchase	\$29.92	\$49.00	Ongoing	97	7
DW	— Purchase	—	— Per Purchase	\$0.00	\$0.00	Ongoing	—	—
DW	— Step Away G...	—	— Per Step Awa...	\$0.00	\$0.00	Ongoing	—	—
DW	— Purchase	—	— Per Purchase	\$0.00	\$0.00	Ongoing	—	—
DW	— Completed R...	—	— Per Complete...	\$0.00	\$0.00	Ongoing	—	—
DW	— Page Like	—	— Per Page Like	\$0.00	\$0.00	Ongoing	—	—
DW	—	—	—	\$0.00	\$0.00	Ongoing	—	—
▶ Results from 66 Campaigns		1,075,842 People	—	\$18,781.51 Total Spent	\$16,599.08 Total		64,548 Total	1,092 Total

Customer C: Last 30 Days: **\$114,009** (\$3,800/Day)

Account: [redacted] Jnt

Search Filters Last 30 days: Aug 17, 2017 – Sep 15, 2017
Note: Does not include today's data.

Account Overview **Campaigns** Ad Sets Ads

Create Campaign Edit Duplicate Campaigns... Create Rule More

Columns: Custom Breakdown Export

Campaign Name	Results	Reach	Cost pe...	Amount Sp...	Website Purc...	Ends	Link Clicks	Website P...
DW [redacted]	2,862 Purchases	3,884,209	\$20.19 Per Purchase	\$57,774.04	\$97,974.76	Ongoing	261,678	2,862
DW [redacted]	10,662 Completed R...	579,859	\$2.85 Per Complete...	\$30,373.86	\$72,282.37	Ongoing	51,640	771
DW [redacted] July 2017	501 Purchases	635,021	\$27.59 Per Purchase	\$13,823.80	\$20,237.92	Ongoing	39,431	501
DW [redacted] Aug 2017	795 Step Away G...	301,394	\$5.14 Per Step Awa...	\$4,085.50	\$5,735.97	Ongoing	31,645	167
DW [redacted]	169 Purchases	322,707	\$21.70 Per Purchase	\$3,666.96	\$6,644.67	Ongoing	9,508	169
TP [redacted] is ARTICLE - Copy	77 Purchases	116,711	\$28.45 Per Purchase	\$2,190.32	\$1,533.26	Ongoing	5,424	77
MM [redacted]	102 Purchases	50,499	\$15.30 Per Purchase	\$1,561.05	\$81.00	Ongoing	1,227	102
Ma [redacted]	9 Purchases	18,622	\$16.67 Per Purchase	\$150.00	\$466.81	Ongoing	170	9
DW [redacted]	751	16,371	\$0.20	\$149.84	\$0.00	Ongoing	—	—
Results from 66 Campaigns	—	4,657,227 People	—	\$114,009.59 Total Spent	\$205,575.79 Total		402,002 Total	4,681 Total

**SO HOW DID WE
DO THIS?**

AND MORE IMPORTANTLY...

HOW DO YOU
DO THIS?

3 Steps to 5-10X eCommerce Growth

- 1) **Leverage the UPSYD Awareness Formula**
- 2) **Use the 3-Step Video Ad Formula**
- 3) **Run Smart Retargeting**

UPSYD™ AIP Algorithm

[(Awareness → Intent) + Personas = SCALE]

Health & Wellness Audience: 1,000,000 People

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

Health & wellness

Add demographics, interests or behaviors

Suggestions

Browse

Audience Size



Your audience selection is fairly broad.

Potential Reach: 1,000,000 people

Benefits Ingredients Buy Now Return Policy

BUY NOW!

Now You Can Get All Your Healthy Superfoods In One Drink... With No Shopping, No Blending, No Juicing, and NO CLEANUP!

FINALLY We're back in stock!

Coconut & Ashwagandha Infused

GREEN JUICE

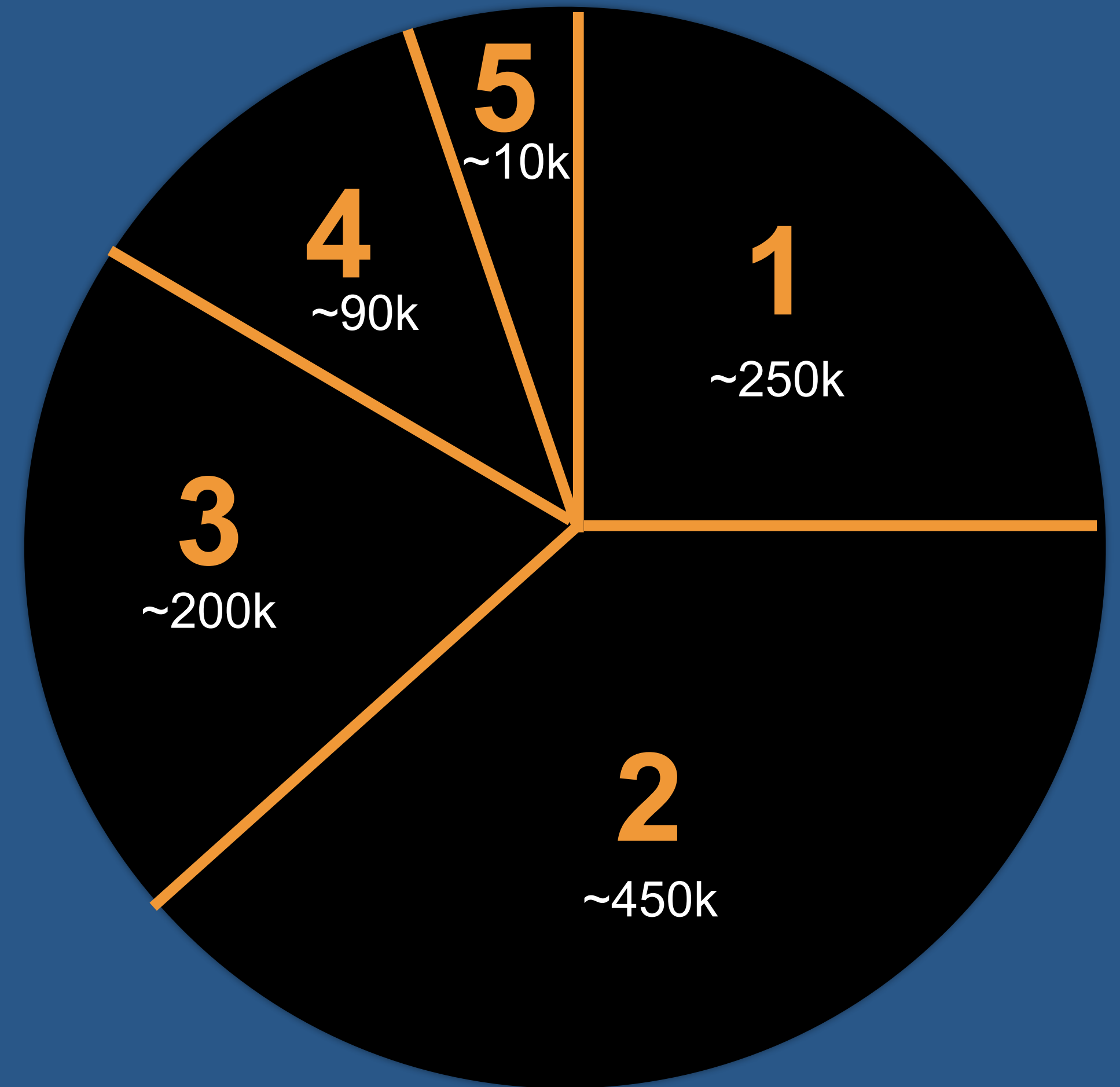
Gently Dried Superfood Mix

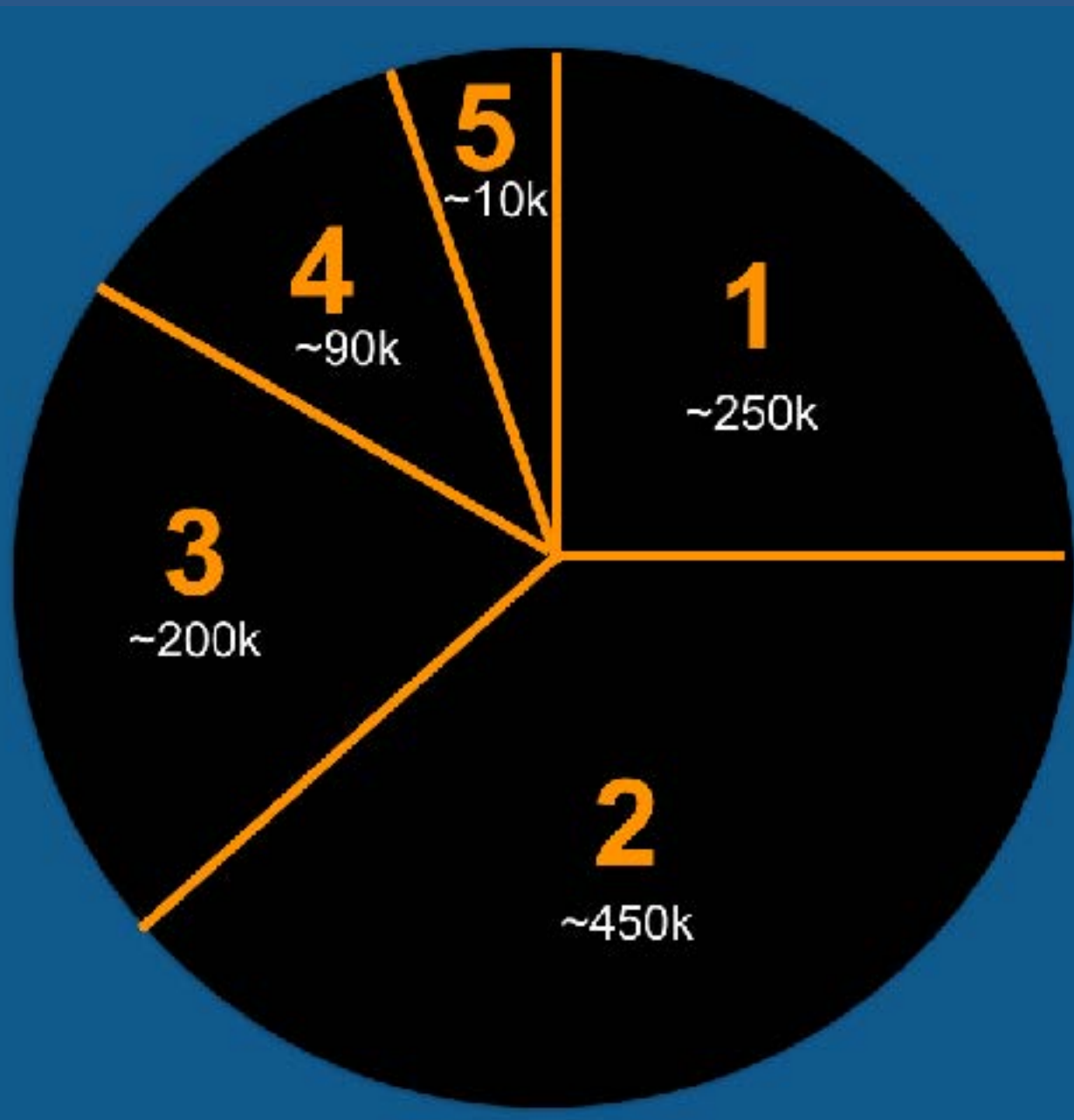
The image shows a clear glass filled with vibrant green juice. In the center of the glass is a black label with white text. The label reads 'Coconut & Ashwagandha Infused' at the top, 'GREEN JUICE' in large bold letters in the middle, and 'Gently Dried Superfood Mix' at the bottom. The background is a plain white surface.

UPSYD

1. **U**naware
2. **P**roblem/Desire Aware
3. **S**olution Aware
4. **Y**our Solution Aware
5. **D**eal (The Most Aware)

Health & Wellness Audience
(1 Million People)





D

Needs Right **“Deal”**
(The Most Aware)

Y

Your Solution Aware

5.

S

Solution Aware

4.

P

Problem/Desire Aware

3.

U

Unaware of Problem

2.

1.

Like Page

Watch this video about 11 of my favorite nutrient-dense, healing Superfoods and how you can get them naturally...for less than \$2 a day!

I'm telling you, superfoods are some of the highest vibing food you will ever come across!

If you're busy and worried about having enough time and money to buy and make enough superfoods to keep you on top of your game, the FitLife Team has created a green superfood powder with all my favorite superfoods just for you.... [See More](#)

9.9K 669 Comments 7K Shares 693K Views

THE 4 BUYER PERSONAS

4 Social Buyer Personas

FAST

“I Want the **BEST**”
Competitive, Fast, Structured,
Logic-based Decisions

“I’m an **IMPULSE** Buyer”
Fast, Unstructured, Emotion-based
Decisions,

SLOW

“I am **PROCESS-DRIVEN**”
Methodical, Slow, Structured,
Logic-based Decisions

“I Listen to My **HEART**”
Slow, Unstructured, Humanistic,
Emotion-based Decisions

*Bryan Eisenberg, “Call to Action”



So How Do You Take
Someone from **1** to **5**?

THE 3-STEP VIDEO AD FORMULA

Step 1: Stop the Scroll

Use Blatant Hand Motions



Use Motion



Use Text Overlays to Tell the Story



Odd Pattern Interrupt



Step 2: EDIE

The Meat: **EDIE** Formula

- 1) **EDUCATE**
- 2) **DEMONSTRATE**
- 3) **INFORM**
- 4) **ENTERTAIN**

Educate



Dominate Web Media with Keith Krance.

Sponsored (demo) · 🌐

Running a business? Have you noticed all the major updates to the Facebook ads platform lately?

But not just updates more like ENHANCEMENTS!

The problem is, unless you're spending thousands of dollars a day in multiple industries (we are spending over \$750,000/mo.), it can be really tough to notice some of these changes until it's too late... .. [See More](#)



Game Changing Facebook Changes

WATCH THIS VIDEO TO SEE WHAT WHAT WE SEE WORKING RIGHT NOW. (AFTER OVER \$10 MILLION IN AD SPEND AND BILLIONS OF IMPRESSIONS IN OVER 50 ACCOUNTS)

[Sign Up](#)

👍❤️😱 1.6K

195 Comments 798 Shares 281K Views



Educate

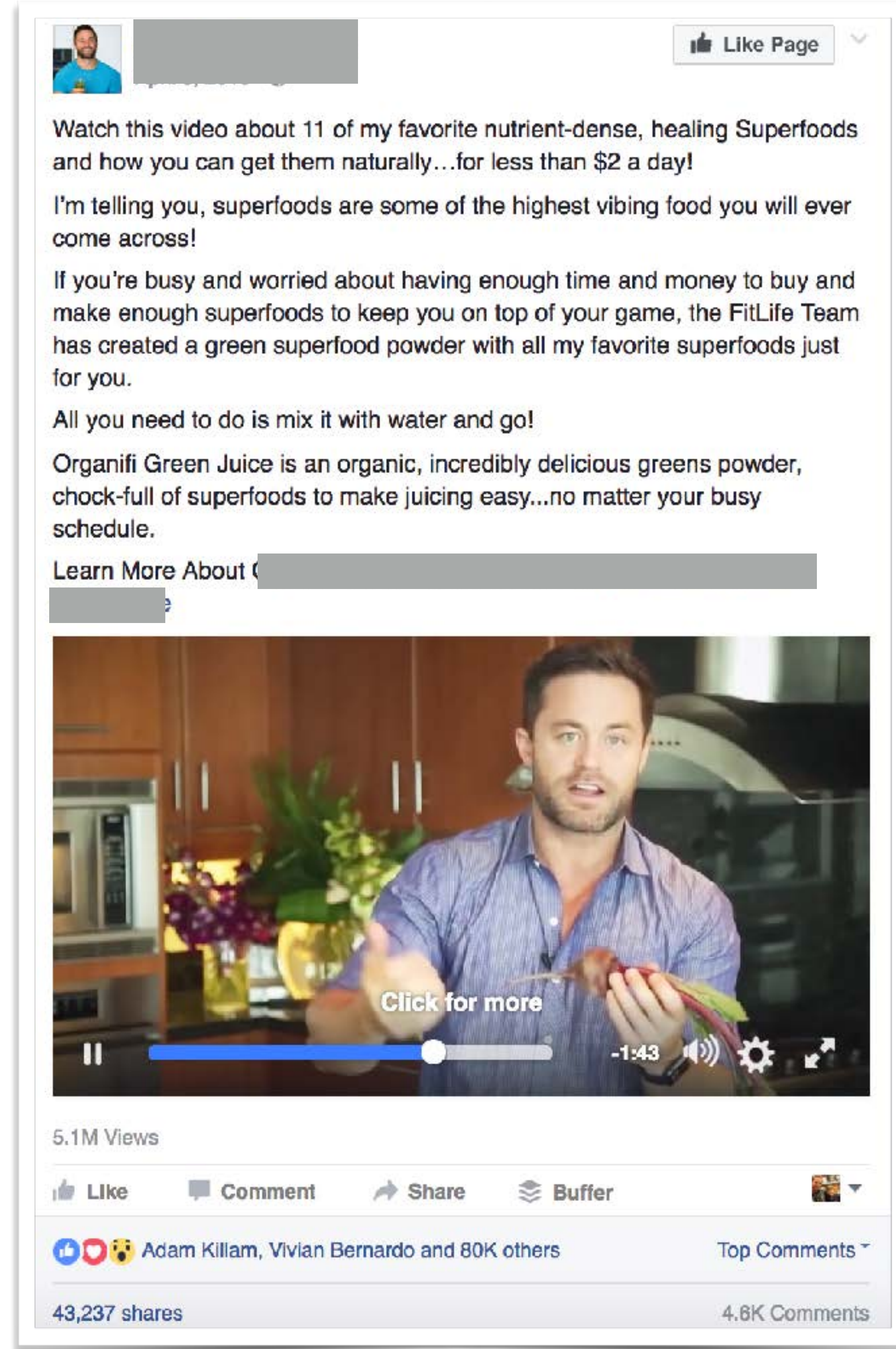
Using the Wrong
Campaign Objective

The screenshot shows the Facebook 'Create Campaign' interface. The 'CHOOSE A CAMPAIGN' section has 'Create New' selected with the name 'Awesome Webinar Link Post Campaign'. The 'Buying Type' is 'Auction' and the 'Objective' is 'Clicks to Website'. The 'CHOOSE AN AD SET' section has 'Create New' selected with the name 'Enter New Ad Set'. The 'CREATE NEW AD' section has 'Name Ad' selected with the name 'Enter an Ad Name'. A dropdown menu is open over the 'Objective' field, listing various objectives: Brand Awareness (New), Clicks to Website (checked), Desktop App Engagement, Desktop App Installs, Event Responses, Lead Generation (New), Local Awareness (New), Mobile App Engagement, Mobile App Installs, Offer Claims, Page Likes, Page Post Engagement, Product Catalog Sales, and Video Views. The 'Website Conversions' objective is highlighted at the bottom of the dropdown. A tooltip at the bottom right of the dropdown reads: 'Create ads to promote specific actions for people to take on your website. You'll need to use a pixel to measure your results.'

Demonstrate



Inform

A screenshot of a Facebook post from a user named [REDACTED]. The post features a video of a man in a blue shirt holding a bunch of vegetables in a kitchen. The video player shows a progress bar at -1:43. The post text promotes 'Organifi Green Juice' as a nutrient-dense superfood powder. The post has 5.1M views, 43,237 shares, and 4.6K comments. The user's profile picture is visible in the top left, and a 'Like Page' button is in the top right.

Like Page

Watch this video about 11 of my favorite nutrient-dense, healing Superfoods and how you can get them naturally...for less than \$2 a day!

I'm telling you, superfoods are some of the highest vibing food you will ever come across!

If you're busy and worried about having enough time and money to buy and make enough superfoods to keep you on top of your game, the FitLife Team has created a green superfood powder with all my favorite superfoods just for you.

All you need to do is mix it with water and go!

Organifi Green Juice is an organic, incredibly delicious greens powder, chock-full of superfoods to make juicing easy...no matter your busy schedule.

Learn More About [REDACTED]

Click for more

5.1M Views

Like Comment Share Buffer

Adam Killam, Vivian Bernardo and 80K others Top Comments

43,237 shares 4.6K Comments

Entertain



The Best Videos Hit 3-4

Want to create a natural, pretty look that leaves you looking like YOU...but more rested, youthful and GLOWING?
Watch the video to discover how...
Then click here for more info: <http://www.beautyandtheboutique.tv/no-makeup-makeup-tutori.../>



'Cheat' a Fresh-Faced Glow in the Mornings!
Ever woken up, looked in the mirror and felt as though there was a ZOMBIE staring back at you? No more!
RECREATE THIS LOOK IN 5 EASY STEPS [Learn More](#)

131K Views

Like Comment

Mair Turner, Jo Thom



Dominate Web Media with Keith Krance.
Sponsored (demo) ·

Running a business? Have you noticed all the major updates to the Facebook ads platform lately?
But not just updates more like ENHANCEMENTS!
The problem is, unless you're spending thousands of dollars a day in multiple industries (we are spending over \$750,000/mo.), it can be really tough to notice some of these changes until it's too late... [See More](#)



[Click to Hear About Important](#)

Sign Up

281K Views

es [Like Page](#)

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9.9K

669 Comments 7K Shares 693K Views

Step 3: CTA

Call-to-Action (CTA)



Dominate Web Media

Sponsored (demo) · 🌐

After spending over \$10 million on Facebook Ads over the last 7 years with agency & coaching clients, and currently averaging over \$600k/mo in ad spend (see video), I share my #1 Lesson learned in this video...

Also in this video: See the FIRST 4 Targeting groups (Ad Sets) you should start every campaign with.

To help you generate that crucial momentum, I'm giving away a FREE physical copy of my book - the world's #1 Bestselling book on Facebook Advertising (Plus \$4.95 S&H) A... [See More](#)



#1 Lesson Learned After \$10 Million in Ad Spend

Watch this video to see the First 4 Targeting Groups we recommend starting every Ad Campaign with, plus hear WHY I'm LOSING Money to Ship my Book & Fast Start Training to...

[Learn More](#)

**BRINGING IT ALL
TOGETHER**

3-Step Video Ads

Taking Cold Audiences to Product Sales Pages

Video Ad to a Product Sales Page



Like Page

Watch this video about 11 of my favorite nutrient-dense, healing Superfoods and how you can get them naturally...for less than \$2 a day!

I'm telling you, superfoods are some of the highest vibing food you will ever come across!

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9.9K

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The screenshot shows a product sales page for 'GREEN JUICE'. At the top right, there is a red 'BUY NOW!' button with a red arrow pointing to it. The main headline reads: 'Now You Can Get All Your Healthy Superfoods In One Drink... With No Shopping, No Blending, No Juicing, and NO CLEANUP!'. Below this, it says 'FINALLY We're back in stock!'. The central image features a glass of green juice with a black label that says 'Coconut & Ashwagandha Infused GREEN JUICE Gently Dried Superfood Mix'. The page also has a navigation menu with links for 'Benefits', 'Ingredients', 'Buy Now', and 'Return Policy'.

Video Ad to a Product Sales Page

Are you juicing too much sugar? 🍌🍎🍏

When drinking a lot of juice, minimize the sugary fruits in your juice.

Why?

When juicing a lot of sugary fruits, that sugar goes straight to the liver causing an insulin spike which is no good.

At FitLife, we like to juice leafy greens and veggies so you get all the nutritional benefits of juicing without all that sugar. 🥒🍌🍏🍎

If you don't have a juicer, don't have the time, always on the go, or don't want to deal with all the shopping and clean up, don't worry!

We've worked over the past 3 years to create a certified organic, gently dried quick juice formula called Organifi Green Juice.

So whenever you need to, you've got an easy way to get all the super food benefits of juicing in 30 seconds a day 🍏

No mess, no blending, and no clean-up!

Check it out here 🖱️ <http://fitlife.tv/organifi-green-juice/>

Have any questions?

Let us know, we're in this together!



Are You Juicing Too Much Sugar?

-->

Learn More

👍👎🗨️ 2K 194 Comments 551 Shares 130K Views




Benefits Ingredients Buy Now Return Policy

BUY NOW!

Now You Can Get All Your Healthy Superfoods In One Drink... With No Shopping, No Blending, No Juicing, and NO CLEANUP!

FINALLY We're back in stock!




Coconut & Ashwagandha Infused
GREEN JUICE
Gently Dried Superfood Mix

Video Ad to a Product Sales Page

6 Metabolism Boosting Superfoods You Should Eat Every Day 🔥💪

Watch this video about 6 of my favorite metabolism-boosting superfood herbs and how you can get them all in 1 delicious juice!

Click here to learn more --> <http://fitlife.tv/organifi-green-juice/>



Yes, these are natural, organic, superfood herbs,

Are You Eating These Superfoods?


[Learn More](#)



Benefits Ingredients Buy Now Return Policy [BUY NOW!](#)

Now You Can Get All Your Healthy Superfoods In One Drink... With No Shopping, No Blending, No Juicing, and NO CLEANUP!

FINALLY We're back in stock!



Coconut & Ashwagandha Infused
GREEN JUICE
Gently Dried Superfood Mix

Video Ad to a Product Sales Page

Account: [Redacted]

Search Filters Last 30 days: Aug 19, 2017 – Sep 17, 2017
Note: Does not include today's data

FILTERS: Campaign Name: ogj x + Save Filter Clear

Account Overview Campaigns 6 selected Ad Sets for 6 Campaigns Ads for 6 Campaigns

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

	Ad Set Name	Delivery	Budget	Website Purc...	Cost per Websi...	Amount Spent	Website Purc...	Website Purc...
<input type="checkbox"/>	dw...nf-11s	Active 8 Approved	\$1,000.00 Daily	214	\$89.79	\$19,214.86	\$26,600.84	1.38
<input type="checkbox"/>	dw...nf-6mb	Active 4 Approved	\$500.00 Daily	122	\$123.05	\$15,012.68	\$15,787.43	1.05
<input type="checkbox"/>	dw...fball-5ns3-x	Active 4 Approved	\$500.00 Daily	75	\$149.88	\$11,241.04	\$7,857.77	0.70
<input type="checkbox"/>	dw...all-6mb2-x	Active 3 Approved	\$650.00 Daily	63	\$100.67	\$6,342.40	\$8,071.61	1.27
<input type="checkbox"/>	dw...nts-fball-5ns3-x	Active 4 Approved	\$650.00 Daily	65	\$94.40	\$6,135.81	\$8,058.72	1.31
<input type="checkbox"/>	dw...11s3m-x	Active 4 Approved	\$650.00 Daily	61	\$100.36	\$6,121.88	\$7,381.98	1.21
<input type="checkbox"/>	dw...ds-fball-11s3-x	Active 4 Approved	\$350.00 Daily	45	\$124.88	\$5,619.44	\$6,183.03	1.10
<input type="checkbox"/>	ta_...	Active 1 Approved	\$200.00 Daily	122	\$36.34	\$4,433.21	\$17,487.94	3.94
<input type="checkbox"/>	dw...ds-fball-11s2-x	Active	\$350.00	36	\$122.16	\$4,397.92	\$4,565.78	1.04
Results from 319 Ad Sets				926 Total	\$112.06 Per Action	\$103,764.65 Total Spent	\$118,355.34 Total	1.14 Average

D

Needs Right "Deal"
(The Most Aware)

Y

Your Solution
Aware

5.

S

Solution
Aware

4.

Juicing Vegetables
Sponsored (demo)

Watch this video about 11 of my favorite nutrient-dense, healing Superfoods and how you can get them naturally...for less than \$2 a day!

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3.

P

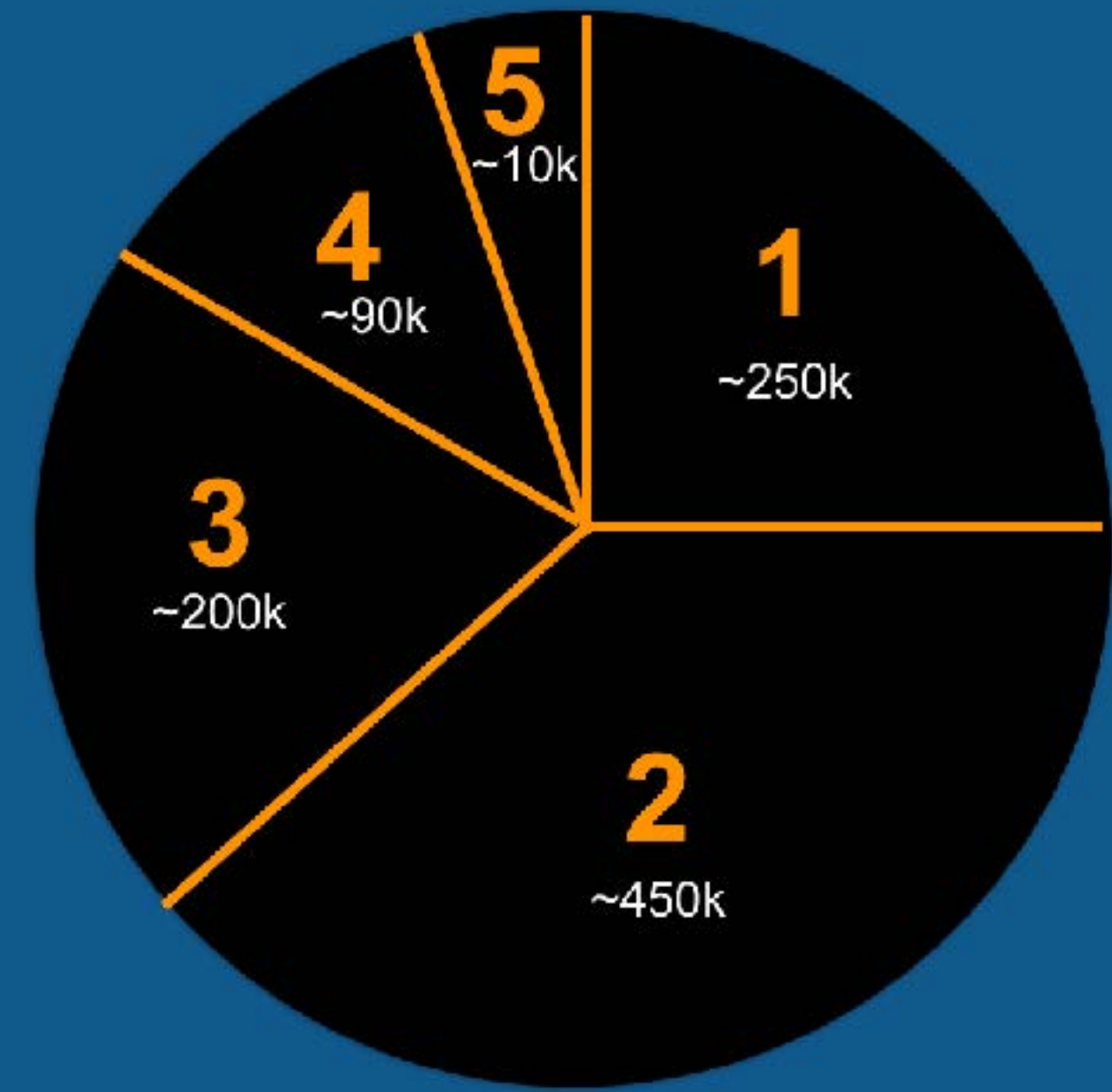
Problem/Desire
Aware

2.

U

Unaware of
Problem

1.



Juicing Vegetables
June 26 at 7:33pm

6 Metabolism Boosting Superfoods You Should Eat Every Day 🍌🥬

Watch this video about 6 of my favorite metabolism-boosting superfood herbs and how you can get them all in 1 delicious juice!

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Are You Eating These Superfoods?

Learn More

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Sponsored (demo)

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We've worked over the past 3 years to create a certified organic, gently dried quick juice formula called Organifi Green Juice.

So whenever you need to, you've got an easy way to get all the super food benefits of juicing in 30 seconds a day 🍌

No mess, no blending, and no clean-up!

Check it out here 🍌 <http://fitlife.tv/organifi-green-juice/>

Have any questions?

Let us know, we're in this together!

Are You Juicing Too Much Sugar?

Learn More

2K 194 Comments 551 Shares 130K Views


Sales Page Visitors Retargeting Back to Original Product

Retargeting to Original Product

Adam Killam, Josh Lannan and 18 others like Organifi.

Like Page

Come Back and Get All Your Healthy Superfoods In One Drink... 🙌🍷
With No Shopping, No Blending, No Juicing, and NO CLEANUP!
FINALLY back in stock!
You're just a few clicks away, don't wait another day to Look and Feel Healthy! 🌱



PLUS: THE ORGANIFI COMPLETE DETOX PLAN


Organifi Complete Detox Bundle - 2 Canisters Green Juice, 1 Bottle \$187.37 [Shop Now](#)

Buy Online Organifi Green Juice Bottle \$69.95

19 1 Share



Home Green Juice Red Juice Complete Protein Turmeric Probiotics Rewards



PLUS: THE ORGANIFI COMPLETE DETOX PLAN

ORGANIFI COMPLETE DETOX BUNDLE - 2 CANISTERS GREEN JUICE, 1 BOTTLE PROBIOTIC & 30-DAY DETOX PLAN

☆☆☆☆ Write a review
\$187.37 ~~\$301.85~~

ONE-TIME PURCHASE
 SUBSCRIBE & WIN! SAVE
DELIVER EVERY 30 DAYS
[Subscription details](#)

[ADD TO CART](#)

McAfee SECURE

Retargeting to Original Product

<input type="checkbox"/>	<input type="checkbox"/>	Ad Set Name		Results ⓘ	Reach ⓘ	Cost per Result ⓘ	Budget ⓘ	Amount Spent ⓘ	Schedule ⓘ	Website Pur... ⓘ
<input type="checkbox"/>	<input checked="" type="checkbox"/>	dwm-shop-orj-sales-pages-vv-red-shorty2-ad1-x	ig Off	66 Purchases	9,209	\$41.82 Per Purchase	\$100.00 Daily	\$2,760.37	Jul 1, 2017 – Ongoing	\$9,950.86
<input type="checkbox"/>	<input type="checkbox"/>	dwm-shop-orj-sales-pages-vv-red-shorty1-ad1-x		25 Purchases	6,920	\$41.73 Per Purchase	\$300.00 Daily	\$1,043.15	Jul 1, 2017 – Ongoing	\$3,562.63
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Retargeting-DWM - Organifi 50OFF CB LP - 180d		17 Purchases	11,823	\$24.51 Per Purchase	\$50.00 Daily	\$416.73	Jul 7, 2017 – Ongoing	\$2,063.83
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Retargeting-DWM-OJG-CB-LP-9d-WCA		8 Purchases	9,087	\$36.85 Per Purchase	\$30.00 Daily	\$294.84	Jul 7, 2017 – Ongoing	\$979.47
▶ Results from 4 Ad Sets				116 Purchases	28,613 People	\$38.92 Per Purchase		\$4,515.09 Total Spent		\$16,556.79 Total

D

Needs Right "Deal"
(The Most Aware)

5.

Adam Killam, Josh Lannan and 18 others like Organifi.

Organifi Sponsored (demo) · Like Page

Come Back and Get All Your Healthy Superfoods In One Drink... 🥰
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\$187.37		\$69.95

19 likes 1 Share



Y

Your Solution Aware

S

Solution Aware

4.

P

3.

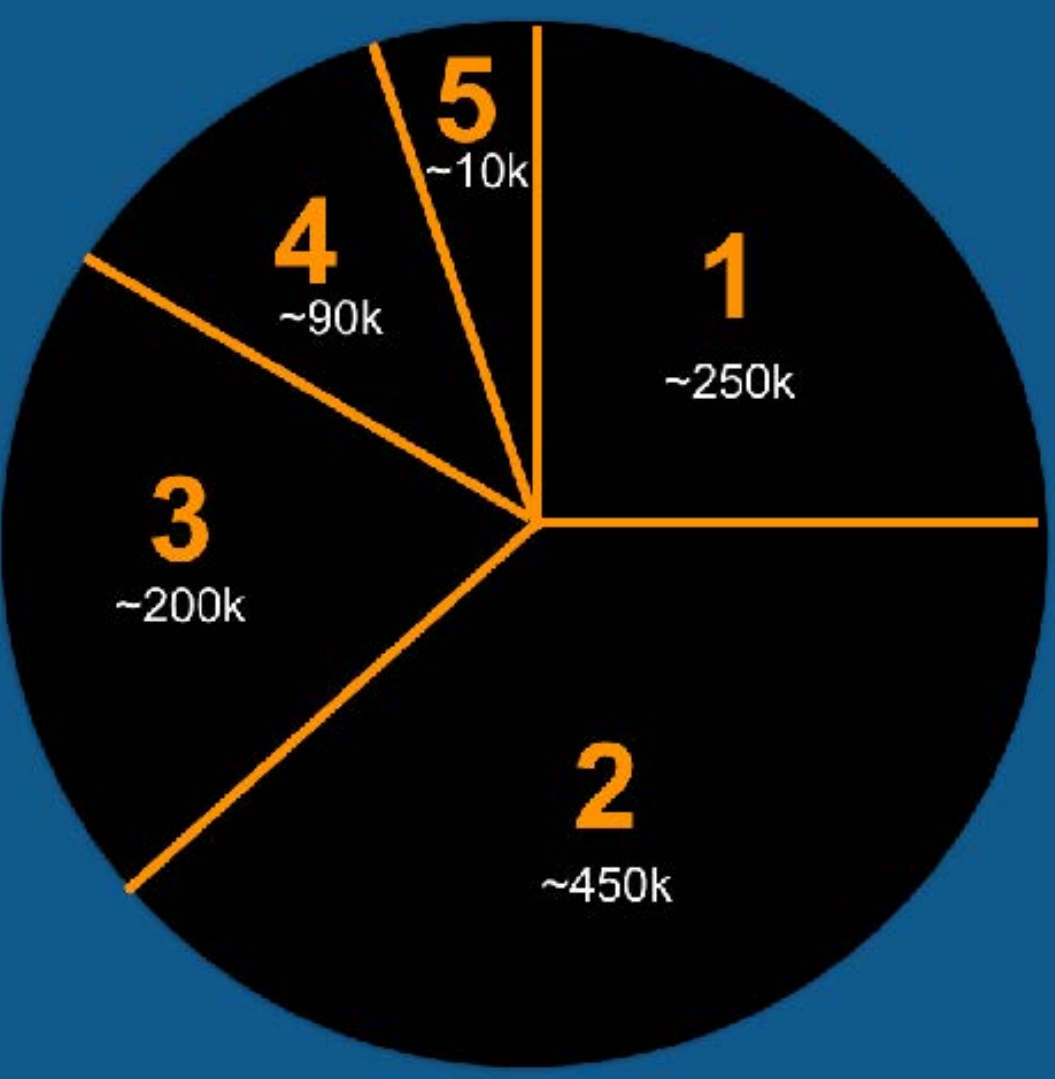
Problem/Desire Aware

2.

U

Unaware of Problem

1.



Add-to-Cart Visitors

DPA's to Product Portfolio


DPA's to Product Portfolio

Like Page

What if we told you, you could have all the superfoods your body needs, all the vitamins, minerals, and metabolism boosting protein! 🌱🧠💪

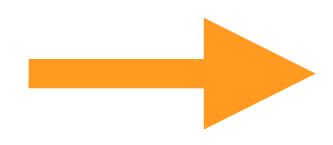
Holy Moly, Seriously a one stop shop! We try to make it as easy as possible for you.

All this healthy stuff is VERY important but let's get real, I'm sure you're wondering about the taste. That's the best part, it tastes GREAT! 😎 You won't have to plug your nose 🤢 and gulp it down!... [See More](#)




Buy Online 1 Bottle - Red Juice
\$69.95 [Shop Now](#)

Complete Detox Bundle
Canisters Green Juice, 1 Bottle
\$187.37



Home Green Juice Red Juice Complete Protein Turmeric Probiotics Rewards



1 BOTTLE - RED JUICE
★★★★★ 112 Reviews
\$89.95 ~~\$79.95~~

ONE-TIME PURCHASE \$89.95
SUBSCRIBE & WIN! SAVE 17%: \$59.46

DELIVER EVERY
1 Month

[Subscribe on details](#)

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MasterCard VISA

[SHARE](#)

New RED Superfood Punch "Bumps" Metabolism!
A "Tart-Sweet" Custom Brew With The HOTTEST Fat Melting And "Skin-Firming" Superfoods In The World.

At Last... Nature's Youth Drink! Increase Fat Loss & STOP Aging Skin With A Delicious Mix Of 11 Revitalizing Ingredients. Finally All Together In One Delicious Red Glass!

It's never been done! We picked the best organic superfoods for a (A1!) metabolism. Then we added all the antioxidants for stronger, firmer skin. (Everything's Organic!) Finally, we squeezed them all into one delicious, red superfood punch! Take a look what you get in each glass.

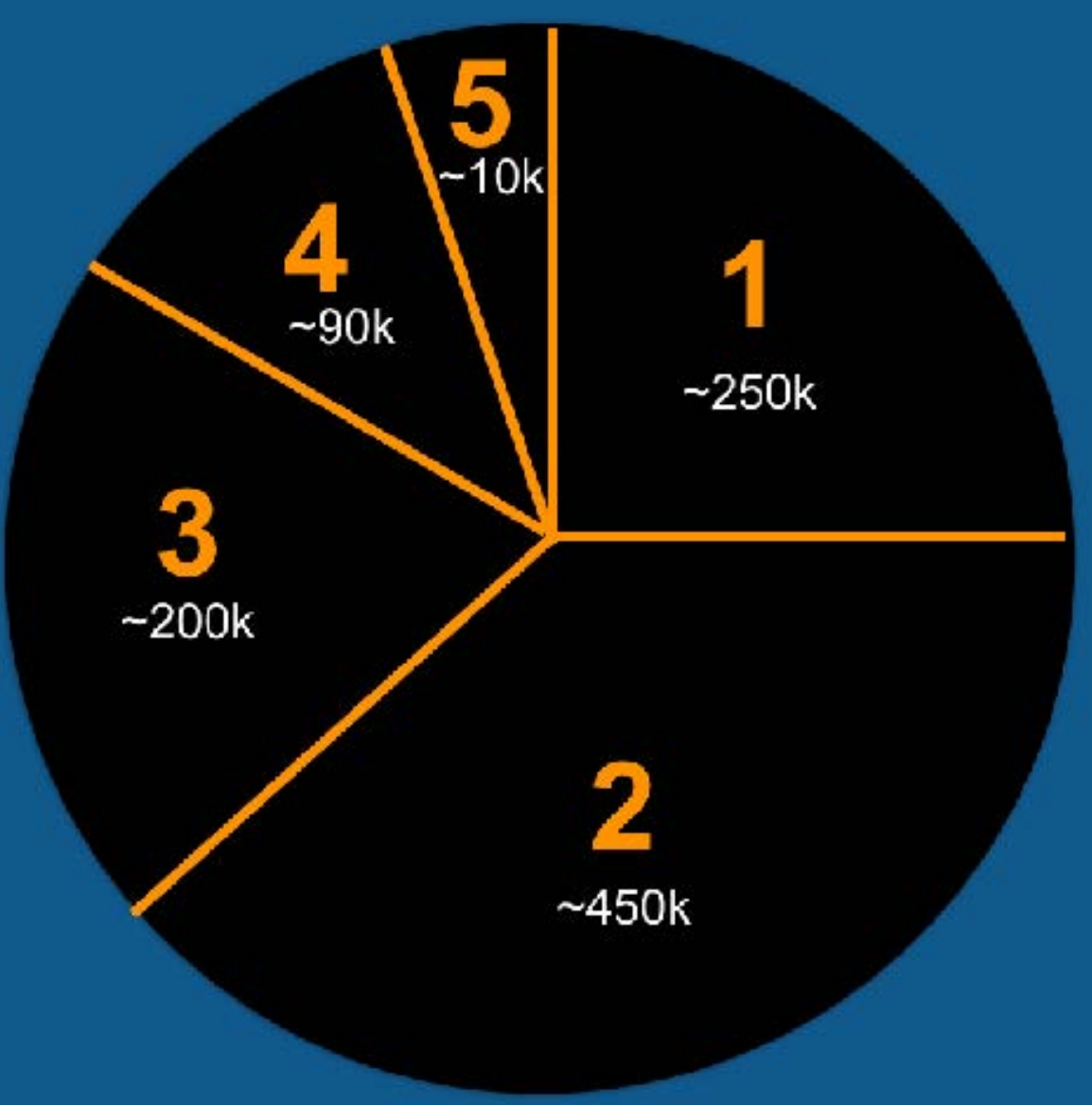
- Fat Loss Antioxidants

DPA's to Entire Product Portfolio

Account Overview | Campaigns (1 selected) | Ad Sets for 1 Campaign | Ads for 1 Campaign

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

Ad Set Name	Cost per Result	Budget	Amount Spent	Schedule	Website Pur...
<input type="checkbox"/> <input checked="" type="checkbox"/> dpa-atc-v/c-30d	\$12.75 Per Purchase	\$25.00 Daily	\$407.96	Jun 26, 2017 – Ongoing	\$3,345.56
<input type="checkbox"/> <input checked="" type="checkbox"/> dpa-atc-v/c-120d	— Per Purchase	\$35.00 Daily	\$57.17	Jul 8, 2017 – Ongoing	\$0.00
▶ Results from 2 Ad Sets	\$14.54 Per Purchase		\$465.13 Total Spent		\$3,345.56 Total



Like Page

What if we told you, you could have all the superfoods your body needs, all the vitamins, minerals, and metabolism boosting protein! 🌱🧘💪
Holy Moly, Seriously a one stop shop! We try to make it as easy as possible for you.
All this healthy stuff is VERY important but let's get real, I'm sure you're wondering about the taste. That's the best part, it tastes GREAT! 😊 You won't have to plug your nose 🤢 and gulp it down!... See More

\$69.95

PLUS: THE ORGANIC COMPLETE

Buy Online 1 Bottle - Red Juice \$69.95 [Shop Now](#)

Complete Detox Bundle Canisters Green Juice, 1 Bottle \$187.37

January 2015 Ad Spend: \$33,844 (\$1,128/Day)

Account: [Redacted] Search Filters Jan 1, 2015 – Jan 30, 2015

Delivery: Any x Impressions: > 0 x + Save Filter Clear

Account Overview Campaigns Ad Sets Ads

Create Campaign Edit Duplicate Campaigns... Create Rule More

Columns: Performance Breakdown Export

Campaign Name	Delivery	Results	Reach	Cost per ...	Amount Spent	Ends	People Taki...	Website Pur...
[Redacted] Farm Market - Trac...	Active	—	265,078	—	\$2,177.74	Ongoing	12,496	—
[Redacted] Deleted	Deleted	—	258,767	—	\$12,037.54	Jan 25, 2016	19,640	—
[Redacted] ing Sales	Deleted	—	799,457	—	\$4,573.12	Jun 27, 2017	47,376	—
[Redacted] Deleted	Deleted	—	272,240	—	\$3,000.00	Jan 25, 2016	17,856	—
[Redacted] Deleted	Deleted	—	111,903	—	\$1,763.92	Jan 25, 2016	7,904	—
[Redacted] Deleted	Deleted	5 Page Likes	1,059	\$2.40 Per Page Like	\$11.99	Jan 15, 2015	5	—
[Redacted] Deleted	Deleted	62 Page Likes	1,862	\$0.65 Per Page Like	\$40.00	Jan 3, 2015	64	—
[Redacted] Deleted	Deleted	149 Post Engagem...	3,830	\$0.07 Per Post Engag...	\$11.00	Jan 16, 2015	130	—
Results from 193 Campaigns			11,226,265 People	—	\$33,844.40 Total Spent		1,058,816 People	— Total

Ad Spend Last 30 Days

Account: [Redacted]

Search Filters: Last 30 days: Aug 16, 2017 – Sep 14, 2017
Note: Does not include today's data

FILTERS: Delivery: Any × Impressions: > 0 × + Save Filter Clear

Account Overview Campaigns Ad Sets Ads

+ Create Campaign Edit Duplicate Campaigns... Create Rule More

Columns: Custom Breakdown Export

	Campaign Name	Website Purcha...	Cost per Websit...	Amount Spent	Website Purchases...	Website Purchase R...
<input type="checkbox"/>	dv [Redacted]	749	\$116.76	\$87,454.01	\$94,046.27	1.08
<input type="checkbox"/>	dv [Redacted]	520	\$139.01	\$72,284.10	\$63,353.19	0.88
<input type="checkbox"/>	ta [Redacted]	333	\$87.72	\$29,211.04	\$50,988.90	1.75
<input type="checkbox"/>	dv [Redacted]	297	\$86.59	\$25,716.59	\$33,160.13	1.29
<input type="checkbox"/>	dv [Redacted]	208	\$114.72	\$23,860.99	\$27,949.82	1.17
<input type="checkbox"/>	dv [Redacted]	249	\$78.92	\$19,651.52	\$31,022.39	1.58
<input type="checkbox"/>	dv [Redacted]	201	\$60.61	\$12,784.80	\$24,371.15	1.91
<input type="checkbox"/>	dv [Redacted]	126	\$90.63	\$11,419.62	\$14,313.19	1.25
Results from 28 Campaigns		4,353 Total	\$83.10 Per Action	\$361,746.12 Total Spent	\$581,158.91 Total	1.61 Average

3 Steps to 5-10X eCommerce Growth

- 1) **Leverage the UPSYD Awareness Formula**
- 2) **Use the 3-Step Video Ad Formula**
- 3) **Run Smart Retargeting**

Thank You. Please visit us at...

www.DominateWebMedia.com

At DWM We:

- 1) Teach entrepreneurs & teams how to run Facebook ads.
- 2) Help business owners & teams run more profitable Facebook Ads & build better Facebook sales funnels with strategic coaching.
- 3) Fully manage Facebook ads as an Agency.