

LUC FLYNN

Pay Per Click Campaign Advice and Optimization

★★★★★ 5.00 Jan 30, 2023 - Jan 31, 2023



"Luc did an excellent job in explaining what was wrong and what was correct with my Ad campaign and helped with any correction that needed to be fixed. He is very knowledgeable, and you can tell he has the experience to be able to set up anyone on a path to success with a Google Ads account. I will be reaching out again if I ever need help, Luc will be my guy with all things Pay Per Click."



Marcus Sanford · 1st

Owner, Dad Jokes For Dad Bods

October 29, 2022, Marcus managed Luc directly

Luc is one of the best digital strategists I have ever had the opportunity to work with. I was grateful he joined our team at RNL to manage some of our most important campus partners. His experience and skill was evident in how quickly he jumped in to optimize campaigns and deliver excellent results for our clients.

Case Study

PROJECT NAME:	Uni in the North East
PROJECT DURATION:	12+ Months
Summary	<p><i>(Skip to the bottom for program-specific results)</i></p> <p>A university in the Northeast had four graduate programs with us. The campaigns could have done better due to poor ad management. I was brought in to manage their advertising with Google and Facebook ads.</p> <p>Within 90 days, I reduced their Cost Per Lead from these platforms by 74% & increased lead flow by 3.3x. At the 120-day mark after I took over as digital strategist, that</p>

CPL was down 83%, which added another 2x to lead flow, bringing it to 5.3x.

Problem

- This partner's ad dollars had been poorly managed, only generating leads at a \$400 CPL, which is too high even for the most competitive MBA and MD programs.
- On top of that, budget mistakes were made, which led to overspending their budget one month by \$60k. Suffice it to say they were unhappy.

Action

- First, I turned down the ad budgets and placed new automated controls on the budget so that overspending wouldn't happen again.
- Then I analyzed the structure of their ad campaigns, looking for optimization opportunities in the targeting, keywords, audiences, and the creative.
- Finally, I evaluated the platform mix to find efficiencies we could use to get quick wins while we fixed underperforming assets.

Overall Results

During the next 90-180 days of executing my strategic vision, I achieved the following overall results:

- **7.4%** Conversion rate, double the industry average.
- **\$85** Cost per lead, less than half the industry average.
- **15.5x** Return on Ad Spend.

Program Specific Results

Masters in Commerce

Google Ads

Before	After

\$601.66 Cost Per Lead	\$71 Cost Per Lead
2.33% Conversion Rate	4.5% Conversion Rate

Facebook

Before	After
\$330 Cost Per Lead	\$111 Cost Per Lead
1.45% Conversion Rate	5.27% Conversion Rate

Masters in Global Commerce

Google Ads

Before	After
\$521 Cost Per Lead	\$22 Cost Per Lead
1.89% Conversion Rate	33% Conversion Rate

Facebook

Before	After
\$216 Cost Per Lead	\$87 Cost Per Lead
3.57% Conversion Rate	8.62% Conversion Rate

Masters in Accounting

Google Ads

Before	After

\$232 Cost Per Lead	\$137 Cost Per Lead
4.43% Conversion Rate	5.12% Conversion Rate

Facebook

Before	After
\$534 Cost Per Lead	\$127 Cost Per Lead
1.69% Conversion Rate	4.21% Conversion Rate

Master in IT Management

Google Ads

Before	After
\$269 Cost Per Lead	\$156 Cost Per Lead
3.12% Conversion Rate	4.06% Conversion Rate

Facebook

Before	After
\$144 Cost Per Lead	\$42 Cost Per Lead
9.62% Conversion Rate	17.96% Conversion Rate

Reviews



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