

MONSOON®

47. Meta Ads: Copy used in the “Health & Wellness Benefits of Infrared sauna” asset group

Primary text (3 of 5) ⓘ

Wärme, die unter die Haut geht 🔥

Die Infrarotkabinen von Clearlight sorgen für Entspannung und helfen Ihnen dabei, nach einem anstrengenden Tag Stress abzubauen. Die wohltuende Infrarotwärme lockert Ihre Muskeln und baut dadurch effektiv Verspannungen ab. Darüber hinaus bringt sie auch viele gesundheitliche Vorteile für die Haut mit sich:

- Verbesserung der Durchblutung der einzelnen Hautschichten
- Entgiftung und bessere Entfernung von abgestorbenen Hautschuppen
- Reduktion von Narbenbildung und Akne
- Ebenmäßigeres Hautbild

Die besten Ergebnisse bekommen Sie, wenn Sie mindestens 2 Mal wöchentlich Ihre Infrarotsauna nutzen. Ihre Haut wird es Ihnen danken.

Fragen Sie uns unverbindlich nach einem Preisangebot ▼

Picture 47

48. Meta Ads: “Emphasizing quality of sauna” preview of static ad

 **Clearlight Life**
Sponsored · 

Innovatives Design trifft auf höchste Qualität
Infrarotkabinen von Clearlight sind [...See more](#)



Wir machen den Unterschied.

clearlightinfrarotkabinen.de
Qualität aus Überzeugung
Infrarotsauna kaufen von ...

[Contact us](#)

 Like  Comment  Share

Picture 48

49. Meta Ads: Copy used in the “Emphasizing quality of sauna” asset group

Primary text (3 of 5) ⓘ

Innovatives Design trifft auf höchste Qualität

Infrarotkabinen von Clearlight sind nicht nur ein optisches Highlight für jeden Raum – auch die Fertigung orientiert sich nur an den höchsten Qualitätsanforderungen. Jede unserer Kabinen entspricht allen Sicherheitsvorschriften.



Unser Qualitätsversprechen:

- lebenslange Garantie
- alle Hölzer sind ökologisch zertifiziert
- 100% sichere Materialien
- innovative Herstellungsverfahren

Überzeugen Sie sich selbst von der unserer Qualität und fragen Sie uns noch heute nach einem unverbindlichen Preisangebot ▼


Picture 49

50. Meta Ads: “Addressing uncertainty regarding product” preview of static ad example

 **Clearlight Life**
Sponsored · 

Ein Leben lang an Ihrer Seite ✓


Clearlight steht für unübertroffene ...See more






Von Experten empfohlen,
von Kunden geliebt.

clearlightinfrarotkabinen.de
**Von zufriedenen Kunden
empfohlen**

[Get quote](#)

 2

 Like  Comment  Share

Picture 50

51. Meta Ads: Copy used in the “Addressing uncertainty regarding product” asset group

Primary text ⓘ

Ein Leben lang an Ihrer Seite ✓

Clearlight steht für unübertroffene Qualität. Wir sind sogar so überzeugt von unserer Qualität, dass wir auf alle unsere Infrarotkabinen eine lebenslange Garantie geben. Damit Sie nie wieder eine neue Sauna brauchen.

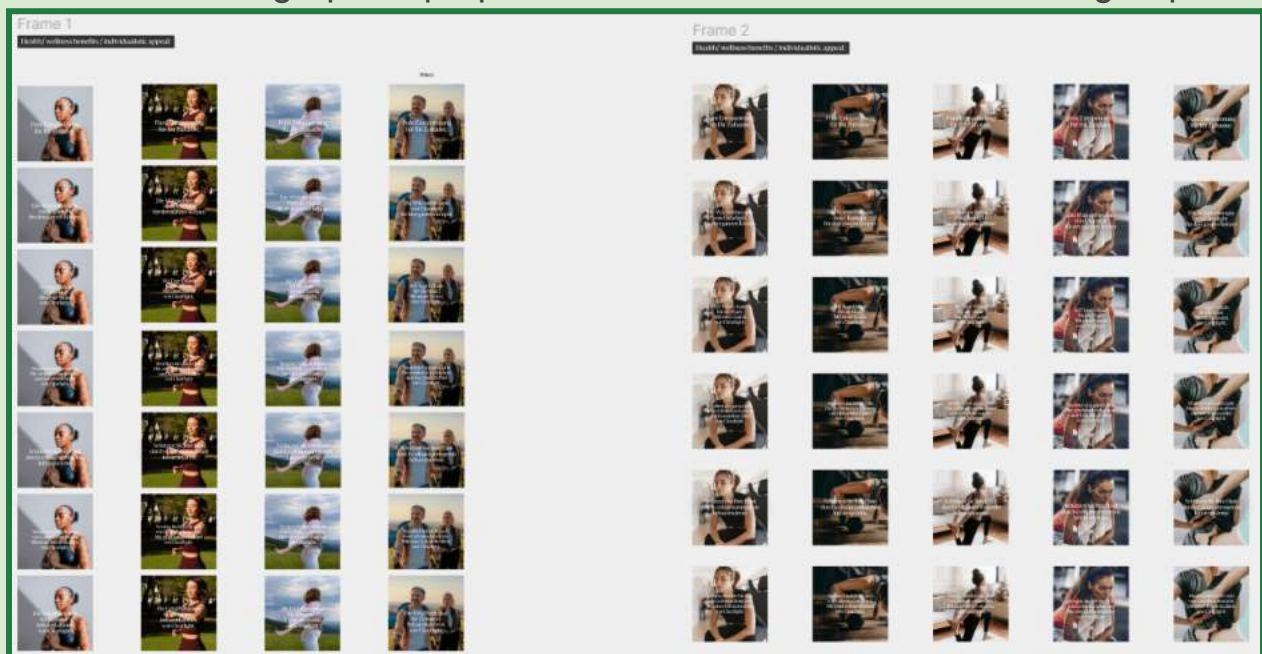
Darauf können Sie vertrauen:

- über 25 Jahre Erfahrung
- lebenslange Garantie auf alle Saunen
- 30 Tage Geld-Zurück-Garantie
- patentierte True Wave™ Infrarot Technologie
- geringster Elektrosmog (EMF/ELF)

Fragen Sie uns unverbindlich nach einem Preisangebot ▼

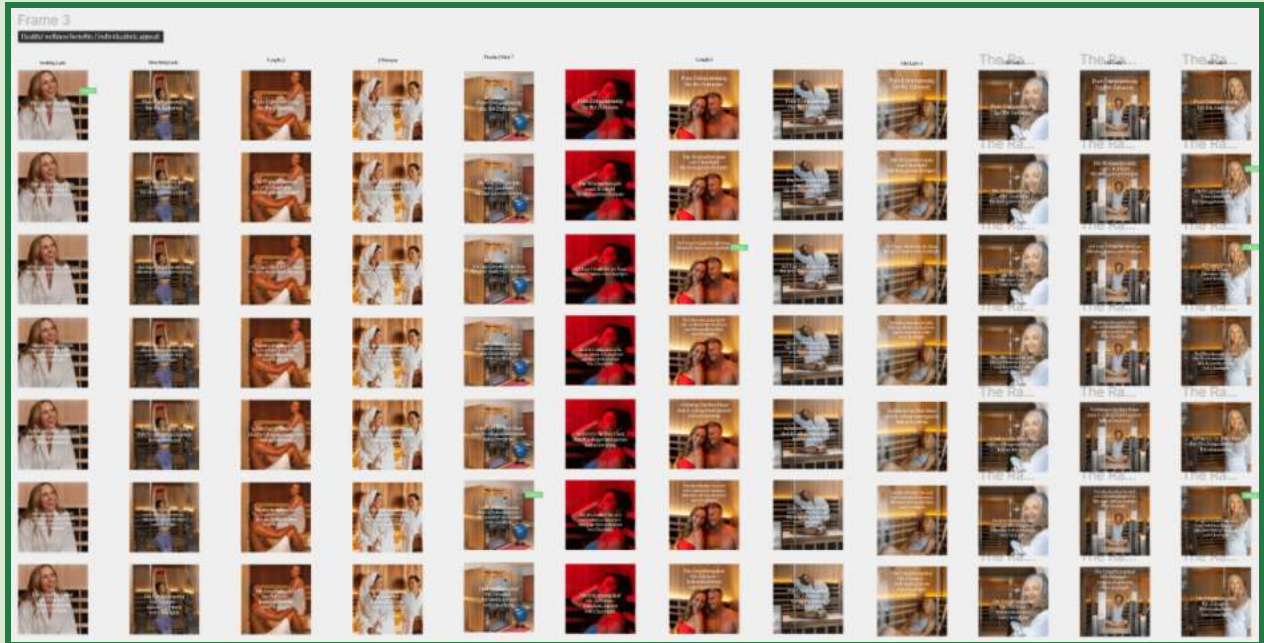
Picture 51

52. Various graphics prepared for each of the communication groups



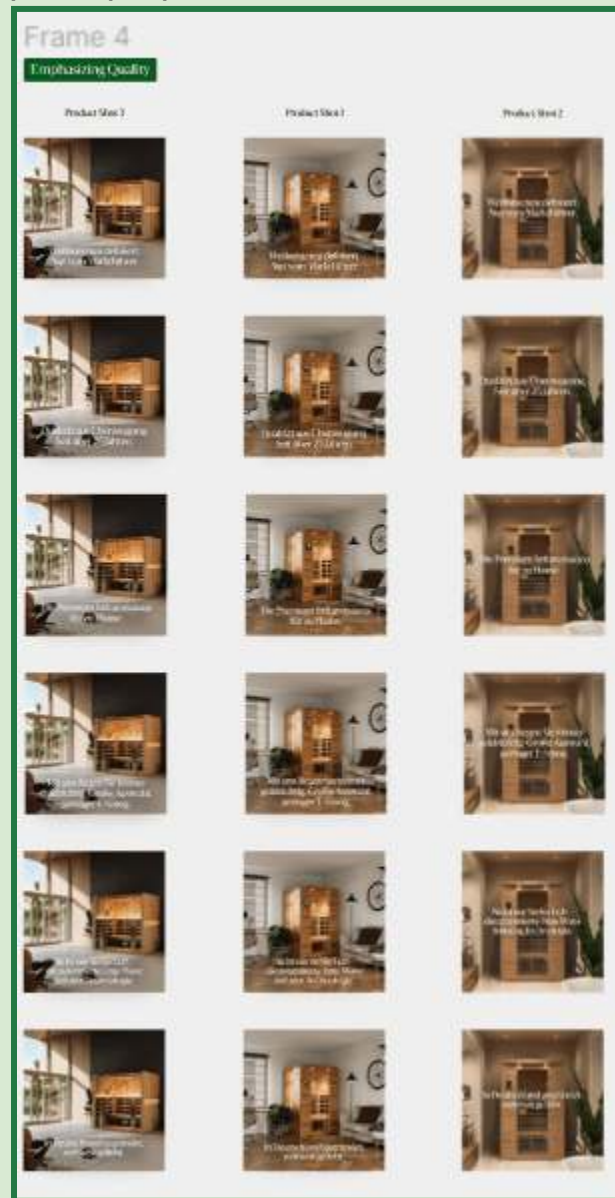
Picture 52

53. Various graphics prepared for each of the communication groups



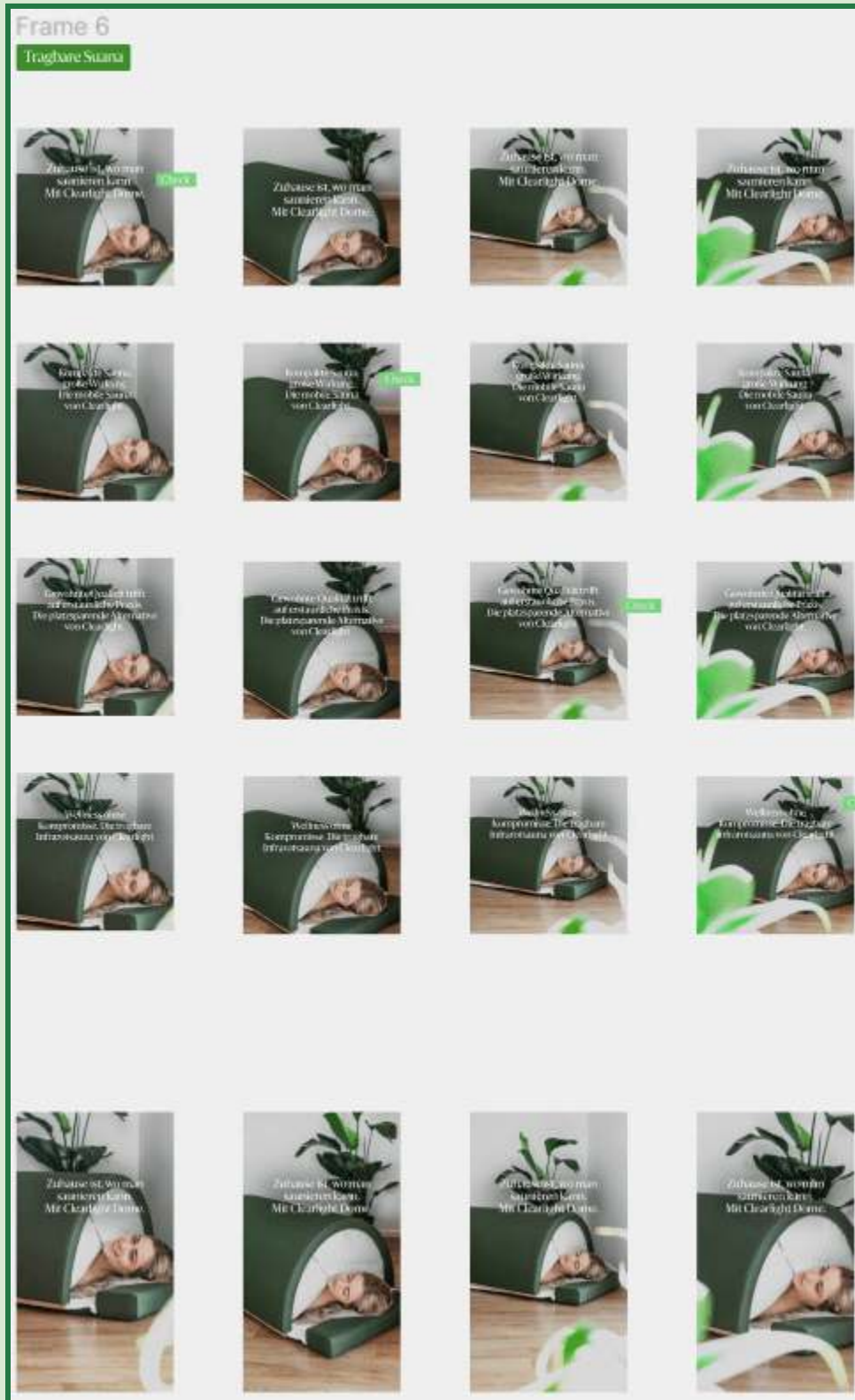
Picture 53

54. Various graphics prepared for each of the communication groups



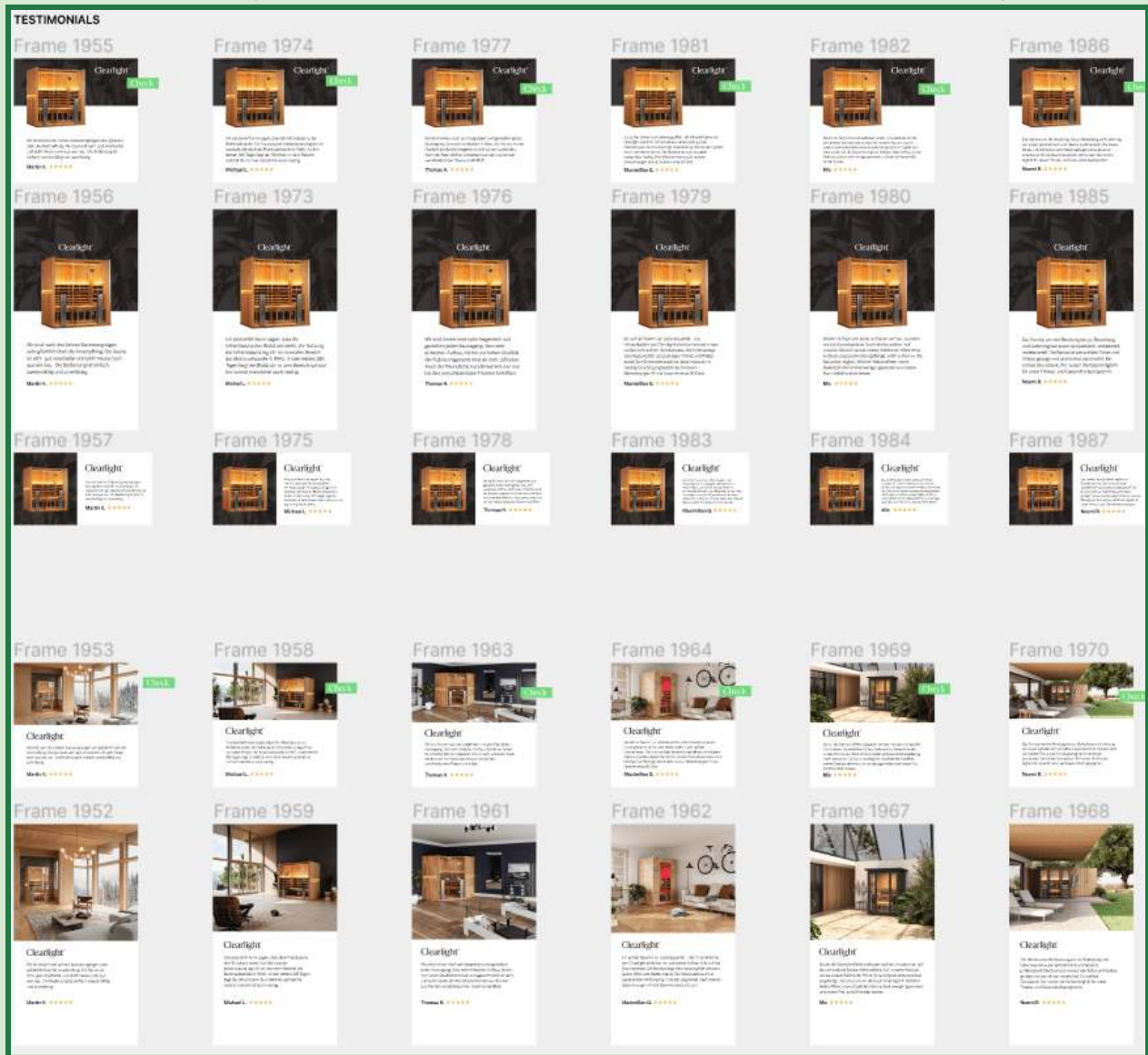
Picture 54

55. Various graphics prepared for each of the communication groups



Picture 55

57. Various graphics prepared for each of the communication groups



Picture 57

58. Google Ads: Comparison of the historical results of the campaigns to those generated after our agency took over running it.

Campaign	Optimization score	Cost	↓ Impr.	Clicks	CTR	Cost / conv.	Conversions	Submit lead form
removed campaigns in your current view ⓘ	–	€111,654.82	5,870,267	136,964	2.33%	€60.50	1,845.57	1,339.00
Total: All but removed campaigns in your ... ⓘ	–	€111,654.82	5,870,267	136,964	2.33%	€60.50	1,845.57	1,339.00
Total: Account ⓘ	–	€111,654.82	5,870,267	136,964	2.33%	€60.50	1,845.57	1,339.00
January 2023		€13,958.65	471,557	17,584	3.73%	€111.84	124.81	59.00
February 2023		€5,855.35	246,964	7,885	3.19%	€57.18	102.40	43.00
March 2023		€7,760.09	564,811	10,496	1.86%	€55.19	140.60	63.00
April 2023		€7,639.20	350,153	8,074	2.31%	€67.58	113.04	65.00
May 2023		€7,998.65	144,996	5,394	3.72%	€74.09	107.96	78.00
June 2023		€7,200.48	105,987	4,854	4.58%	€114.19	63.06	61.06
July 2023		€8,516.47	488,361	9,904	2.03%	€88.72	95.99	94.99
August 2023		€8,942.04	596,247	13,029	2.19%	€62.11	143.98	143.98
September 2023		€15,206.25	847,539	20,673	2.44%	€52.15	291.59	239.07
October 2023		€19,117.99	1,400,291	26,518	1.89%	€39.93	478.78	331.13
November 2023		€9,459.63	653,361	12,553	1.92%	€51.59	183.36	160.77

Picture 58

59. Google Ads: Improving campaigns performance during optimization 01.06.2023-10.11.2023

Campaign	Optimization score	Cost	↓ Impr.	Clicks	CTR	Cost / conv.	Conversions	Submit lead form
Total: Account ⓘ	–	€68,442.87	4,091,786	87,531	2.14%	€54.46	1,256.76	1,031.00
June 2023		€7,200.48	105,987	4,854	4.58%	€114.19	63.06	61.06
July 2023		€8,516.47	488,361	9,904	2.03%	€88.72	95.99	94.99
August 2023		€8,942.04	596,247	13,029	2.19%	€62.11	143.98	143.98
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November 2023		€9,459.63	653,361	12,553	1.92%	€51.59	183.36	160.77
Total: Search campaigns ⓘ	–	€21,652.86	89,203	9,797	10.98%	€47.66	454.30	406.65
Total: Display campaigns ⓘ	–	€1,483.54	461,873	2,521	0.55%	€19.16	77.44	6.92
Total: Video campaigns ⓘ	–	€2,097.10	410,829	4,107	1.00%	€592.44	3.54	3.54
Total: Demand Gen campaigns ⓘ	–	€2,224.15	276,332	6,673	2.41%	€18.69	119.00	8.20
Total: Performance Max campaigns ⓘ	–	€40,985.23	2,853,549	64,433	2.26%	€68.03	602.47	605.68

Picture 59

60. Meta Ads: Comparison of the historical results of the campaigns to those generated after our agency took over running it.

Month ↑	Amount spent	Impressions	Clicks (all)	CTR (all)
2023-01-01 - 2023-01-31	€653.92	61,802	2,608	4.22%
2023-02-01 - 2023-02-28	€396.45	58,764	4,277	7.28%
2023-03-01 - 2023-03-31	€440.51	62,302	4,081	6.55%
2023-04-01 - 2023-04-30	€436.37	67,059	3,670	5.47%
2023-05-01 - 2023-05-31	€904.72	83,725	3,756	4.49%
2023-06-01 - 2023-06-30	€4,860.90	277,187	4,699	1.70%
2023-07-01 - 2023-07-31	€8,612.68	638,351	9,700	1.52%
2023-08-01 - 2023-08-31	€10,756.05	1,123,788	11,417	1.02%
2023-09-01 - 2023-09-30	€8,728.37	708,669	11,742	1.66%
2023-10-01 - 2023-10-31	€6,899.08	523,671	11,638	2.22%
2023-11-01 - 2023-11-30	€9,365.68	507,334	10,620	2.09%
Total results 11 / 11 rows displayed	€52,054.73 Total spent	4,112,652 Total	78,208 Total	1.90% Per Impressions

Picture 60

61. Meta Ads: Campaign performance before the optimization

Campaigns Clearlight DE (4060784154027839) Updated just now Review and publish

Search and filter Save Clear Jan 1, 2023 – May 24, 2023

Campaigns Ad sets 1 selected Ads for 1 Ad set

+ Create A/B test More Columns Breakdown Reports Export Charts

Off / On	Campaign	Amount spent	Leads	Cost per lead	CTR (all)	CPC (all)	CTR (link click-through rate)	CPC (cost per link click)	Cost per landing page view	Frequency
<input type="checkbox"/>	TOF - Blog Articles	€1,091.93	9 ²⁸	€121.33 ¹⁰	7.41%	€0.07	3.07%	€0.17	€0.28 ¹⁰	2.97
<input type="checkbox"/>	MDF - 2 Person Premiere Sauna	€709.13	30 ²⁸	€23.64 ¹⁰	1.58%	€0.88	0.77%	€1.80	€3.75 ¹⁰	6.49
<input type="checkbox"/>	BOF	€205.78	—	—	1.04%	€1.67	0.61%	€2.86	€6.43 ¹⁰	17.94
<input type="checkbox"/>	DETOX CAMPAIGN - cold traffic	€165.76	—	—	1.49%	€0.65	1.03%	€0.94	€41.44 ¹⁰	1.16
<input type="checkbox"/>	DETOX CAMPAIGN - remarketing	€100.64	—	—	2.46%	€0.52	1.76%	€0.72	€4.19 ¹⁰	1.40
<input type="checkbox"/>	BLACK FRIDAY - cold traffic	€0.00	—	—	—	—	—	—	—	—
<input type="checkbox"/>	BLACK FRIDAY - remarketing	€0.00	—	—	—	—	—	—	—	—
<input type="checkbox"/>	Conversions Campaign	€0.00	—	—	—	—	—	—	—	—
<input type="checkbox"/>	Winterblues	€0.00	—	—	—	—	—	—	—	—
<input type="checkbox"/>	Publicación: "Dürfen wir vorstellen: Die ARL ML...	€0.00	—	—	—	—	—	—	—	—
<input type="checkbox"/>	AURORA_Brand_Engagement	€0.00	—	—	—	—	—	—	—	—
<input type="checkbox"/>	AURORA_Brand_Traffic	€0.00	—	—	—	—	—	—	—	—
Results from 12 campaigns		€2,273.24 Total spent	— Total	— Per Action	5.71% Per Impressions	€0.13 Per Click	2.43% Per Impressions	€0.31 Per Action	€0.54 Per Action	3.16 Per Accounts Cent...

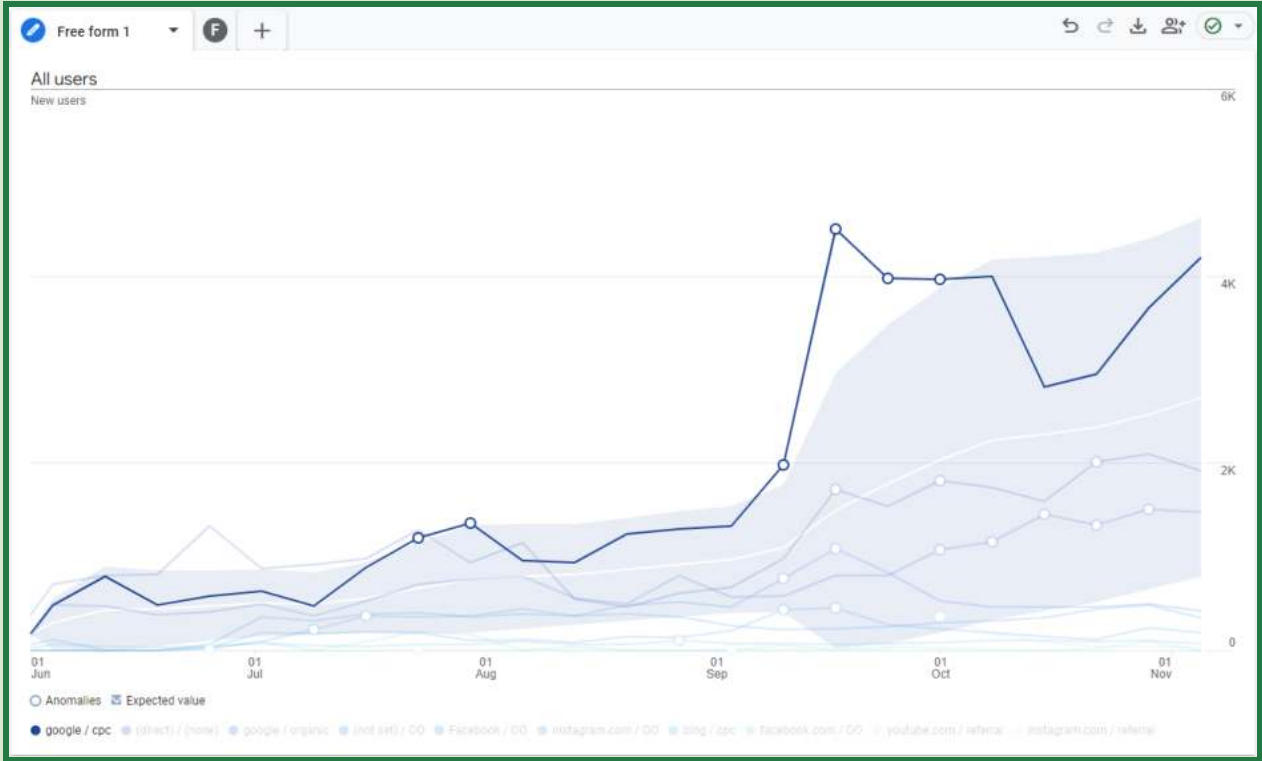
Picture 61

62. Meta Ads: Improved campaign performance since the optimization 01.06.2023 - 30.11.2023

Off / On	Campaign	Amount spent	Leads	Cost per lead	CTR (all)	CPC (all)	CTR (link click-through rate)	CPC (cost per link click)	Cost per landing page view	Frequency
<input type="checkbox"/>	OO DE BOFU Leads Prospecting	€12,355.90	237	€52.13	1.94%	€0.90	1.22%	€1.43	€2.05	2.14
<input type="checkbox"/>	OO AT BOFU Leads Prospecting & Retarg...	€6,254.88	119	€52.56	1.39%	€0.98	0.82%	€1.67	€2.36	3.37
<input type="checkbox"/>	OO DE BOFU Leads Retargeting	€6,089.38	81	€75.18	1.19%	€1.36	0.75%	€2.16	€3.60	5.69
<input type="checkbox"/>	OO CH BOFU Leads Prospecting & Retarg...	€5,867.39	122	€48.09	1.61%	€0.73	0.94%	€1.24	€1.75	4.46
<input type="checkbox"/>	OO DE BOFU Leads Prospecting & Retarg...	€5,470.50	235	€23.28	3.31%	€0.36	2.38%	€0.50	€0.65	1.81
<input type="checkbox"/>	OO DE MIFU Quality Traffic Video Ads	€2,412.48	66	€36.55	4.31%	€0.47	2.30%	€0.88	€1.24	2.12
<input type="checkbox"/>	OO DE BOFU Leads Black Friday Black Fr...	€2,047.36	10	€204.74	1.95%	€1.40	1.38%	€1.98	€2.52	2.62
<input type="checkbox"/>	OO DE MIFU Newsletter signups Black Fri...	€1,001.00	10	€100.10	2.26%	€1.18	1.55%	€1.73	€2.54	1.69
<input type="checkbox"/>	OO DE BOFU Leads Black Friday A/B Tes...	€995.83	4	€248.96	1.04%	€1.86	0.84%	€2.31	€3.22	2.23
<input type="checkbox"/>	OO DE BOFU Leads	€943.72	10	€94.37	1.75%	€1.07	1.26%	€1.49	€6.50	1.21
<input type="checkbox"/>	OO BOFU Leads Landingpage Test	€714.50	8	€89.31	2.68%	€0.71	2.26%	€0.84	€3.68	1.32
<input type="checkbox"/>	OO DE BOFU Leads Landingpage Test 3	€463.67	9	€51.52	1.60%	€0.93	1.00%	€1.49	€2.10	1.21
<input type="checkbox"/>	OO DE BOFU Leads Landingpage Test 2	€459.38	9	€51.04	1.11%	€1.45	0.86%	€1.86	€2.50	1.23
Results from 13 campaigns		€45,075.99	—	—	2.00%	€0.77	1.29%	€1.19	€1.71	3.25
		Total spent	Total	Per Action	Per Impressions	Per Click	Per Impressions	Per Action	Per Action	Per Accounts Cent...

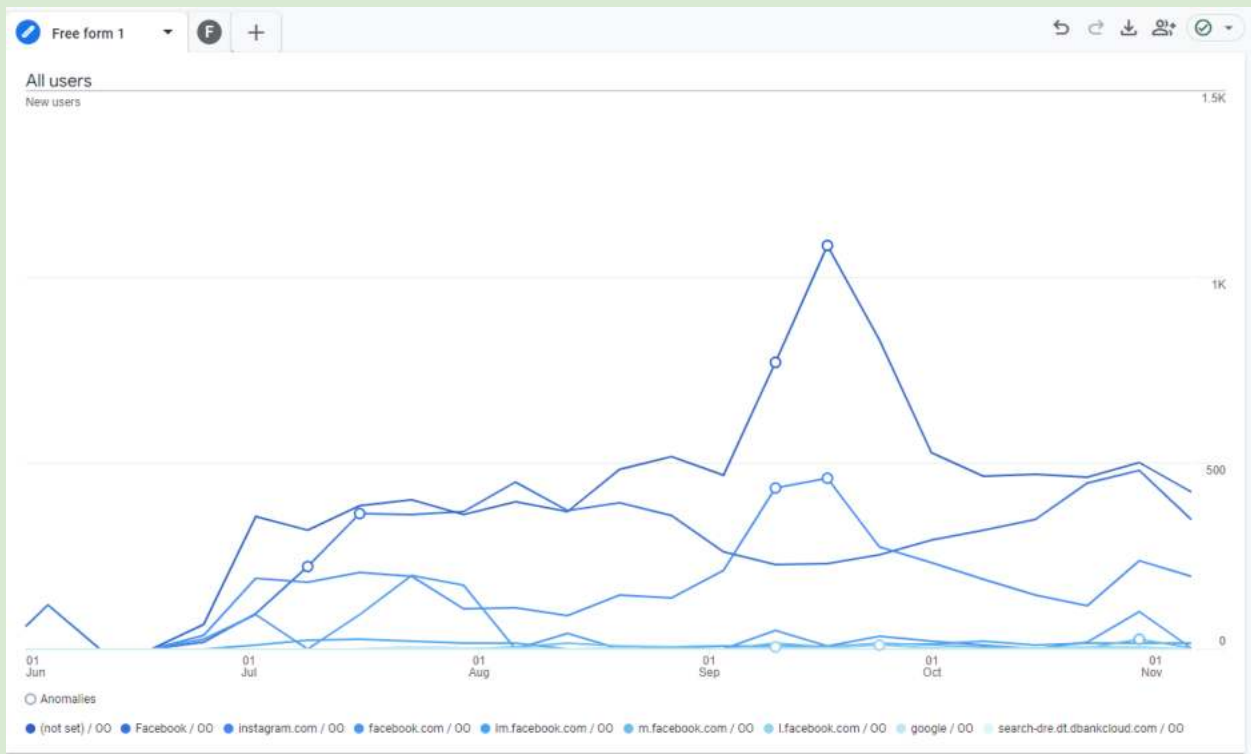
Picture 62

63. Google Ads: Degree of new users in the website traffic generated by Google Ads activities



Picture 63

64. Meta Ads: Degree of new users in the website traffic generated by Meta Ads activities (defined by utm source=00)



Picture 64