

# **Part 6 - Keeping on track - tips for tracking and monitoring your campaign and making in-campaign decisions**

# A good campaign might look something like this

- €10,000 ad spend
- €5 Cost per lead
- 2,000 Leads
- 50% of Leads Register
- 1,000 Registrations (t-shirt / fundraising pack orders)
- 35% Fundraiser Activation rate
- 350 Fundraisers
- €200 average raised
- €70,000 overall raised
- ROAS of 7 to 1

Always start with a forecast like this

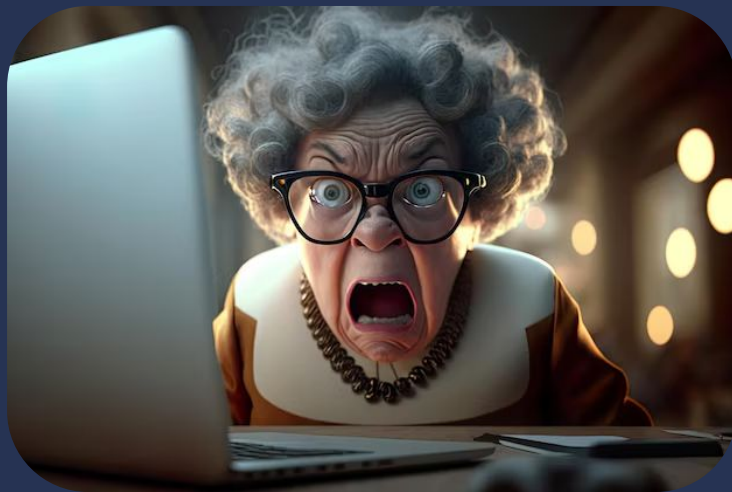
# In the early part of the campaign monitor just the most important metrics

- **Cost Per Lead** (don't drive this down by targeting the wrong audience)
- **% of Leads** that go into the group and register
- Fundraiser **Activation Rate**



# What if our metrics are really bad?

1. Don't judge in the first 72 hours
2. Always start by going through the whole process as a participant and ask "where could this be going wrong?" (end to end testing)
3. Break-down the metrics of the funnel by stage to analyse where the problem is
4. Considering reducing your ad spend while you figure it out



# What if our metrics are really bad?

- If there is no specific problem with a stage of the funnel but just overall all the metrics are lower than forecast then it's most likely an issue with your Ads
- Talk to whoever is doing your ads to see where things might be going wrong and consider making changes to the Ads
- Changes would be going back to the audience and creative matching we covered in Part 3
- **If you are not working with one of our agency partners already then we can connect you with an expert**

# Summary

1. Make sure you start with a reasonable forecast
2. Focus on fewer core metrics that matter when you first start out
3. If results are poor, do an end to end test and analyse which stage of the funnel there could be an issue
4. If all stages are low it's most likely the Ads, so focus there and ask an expert

