

5 BEST PERFORMING ADS THAT BOOSTED REVENUE BY 40K+ WITH MINIMAL AD SPEND

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We have created a guide showing you 5 ads that are bring in a really nice return on the investment.

The ads are broken into elements and why they worked so well.

If you are looking to learn how to set them up, [go here!](#)

Ad #1 Breakdown:



Recently we ran this ad, and it worked very well for us.

We ran this ad for just two days and it gave us tremendous results.

What are the reasons it worked for us?

We used the scarcity factor in this particular ad. The idea behind this ad was to create scarcity for the current pricing and develop a fear of missing out on our potential customers.

These were the 4 things we had in mind while creating our ad -

Telling people our current offer and the new offer.

Grab attention and gain trust.

Mention our brand.

Ask people to take action.

But how did we do this with a graphic?

Element #1 and Element #2: When you saw this graphic, probably the first thing you noticed was element #1 followed by element #2, and it induces the 'fear' of paying more in the prospect.

Element #3 Ivana's photo: Ivana is pointing towards the price, and she is a familiar face for those who have visited the sales page. It helped us grab the attention (letting people know they have seen us somewhere), get additional trust, and create a brand face for us.

Element #4 Logo: But who are we? Our logo clarifies our brand name, telling people what this ad is about.

Element #5 CTA: Telling people to take action.

Ad #2 Breakdown:



Recently we ran this ad, and it worked very well for us.

We ran this ad for one of our clients and she was awestruck with the results.

What are the reasons it worked for us?

The client wanted to keep it simple and straightforward. Hence, we highlighted only what was required. The text, client's image (for brand purpose), CTA, brand logo

Just tell people what's in there.

Who is the person behind it?

Asked them to take action.

And of course the brand logo.

But how did we do this with a graphic?

Element #1: The text was big enough that if someone sees the ad, it would be the first thing one will notice. And if interested enough, we have their attention.

Element #2 Client's photo: Creating a face value for her(which she already has), we put her photo on the left as our second major element.

Element #3 CTA: Now you know what's the offer and who is behind it?! Feel free to take the action.

Element #4 Logo: Because how can you miss a logo?

Why did it work for us?

The first thing a user sees is the image, we already work a lot on Brand value for this particular client, so know if someone recognises her, it is going to be an easy buy.

The targeting was meticulously done to people who are into manifestation and hence the title, "Manifest like crazy" was used, which gives the user a sense that they can manifest like crazy.

Click Here To Download was written, so that people know that there is something to download which will help him in manifestation.

Brand colors were used to create brand recall along with the logo.

Ad #3 Breakdown:



This is one of the ads which had 7 elements and still looked minimalistic. We utilized the space the best way possible.

Client wanted us to highlight the launch special offers, and make the offer very clear & appealing.

Took us time to get this one done (ad graphics is not a 1-minute task), but the results were outstanding.

But, how did we end up with this creative?

The idea was to fulfill the needs of the client and tell the details right to the user.

Note that this was a remarketing ad, the customer was already aware of the product.

Element #1: We started with "Grab Your Copy Today" and it creates a sudden urge in users to find out what copy? Whose copy?

Element #2: We threw in the discount. Told the user the "copy" is at 77% discount right now.

Element #3: Initiate the urge to take action with the help of a call to action.

Now with all this urgency and curiosity, we finally threw in the product.

Element #4: The product reveal.

Element #5: The logo (the brand).

Element #6: If the prospect is still not convinced, here is the scarcity.

Element #7: Benefits of taking action right now.

But why it worked for us?

This was a retargeting campaign, and the user would have already seen the sales page, and the product, but have not bought it. He/she was product aware. Our goal was to get him/her on the sales page, and make him/her purchase the product.

We retargeted people just from the sales page. And we started with “Grab Your Copy Today” to create a rush in the buyer's mind.

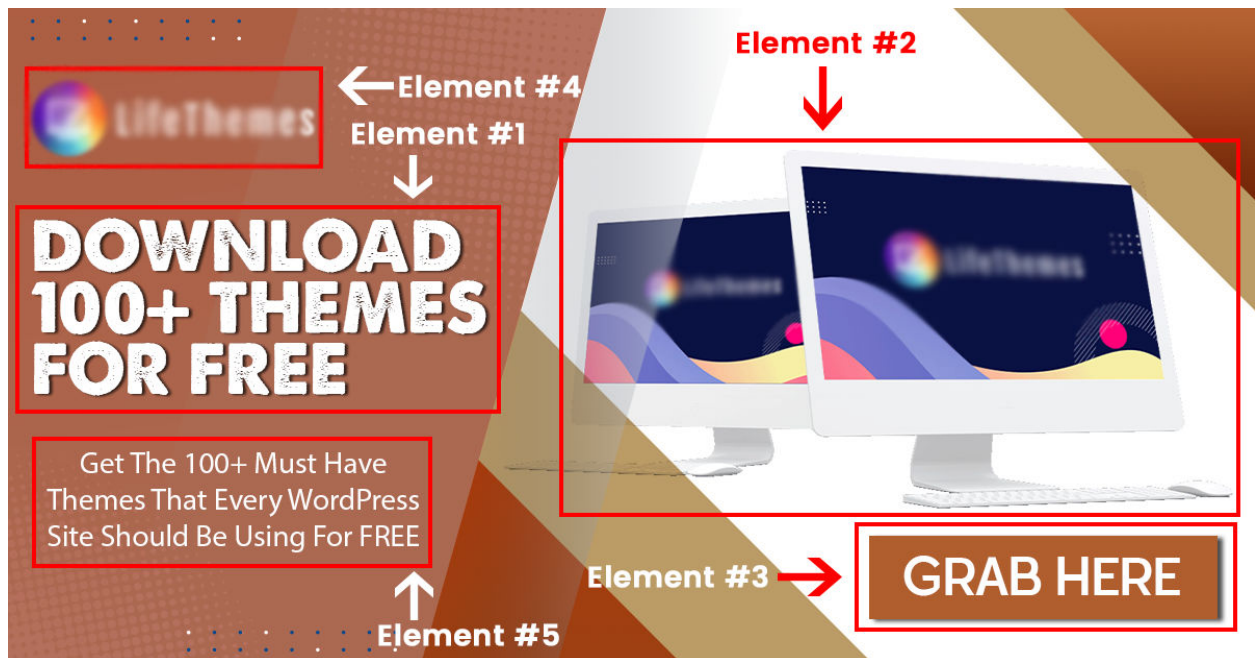
Discount - We told them to grab the copy today, but why? Because there is a 77% off offer right now. We told them the offer loud and clear.

We created a fear of missing out in the buyer's mind by telling them they might have to regret paying more later as the price was increasing every few hours.

And the benefits of getting the copy then and there with the help of element #7.

Summing everything up, we targeted the right audience, showed them the discount, told them why they shall pick their copy now, and what might happen if they do not end up buying at that time.

Breakdown #4:



We use this ad for the option page eventually needing us to get more leads. The aim was to get as many clicks as possible. And we successfully got a CTR of 5%+.

The aim was to pitch the freebie offer and create a brand value for the product .

Element #1 - This is the key element of the ad and the first eye balls which the user will get on is this element, making it clear what the ad is about.

Element #2 - This is the boxshot of the product and the emphasis was on to make the product more recognisable when someone sees it again and creating the brand value.

Element #3 - This is the CTA to drive the user in making the desired action we want.

Element #4 - We place this logo to leave a mark in customers' memory. Yet, again to make the brand more recognisable.

Element #5 - This is the description to let the user know as to why they shall get to the page and grab the offer.

It was an optin ad and we were giving away 100+ themes, so wrote it in big letters so that it is the first thing that catches the prospect's eye and they know what exactly they are getting hence shifting the attention to the complete ad.

Since it was a free giveaway, it was specifically written that it is FREE in the headline again so that they know they don't have to pay for it. Who doesn't love freebies? That too a cool one, so highlighting the FREE part was important to get prospects move in the direction we want.

Brand logo and brand boxshot was used, thus creating brand value. It might not be the reason this ad worked, however would surely become the reason the future ads would work.

A precise CTA, "Grab Here" was used to redirect the prospect to the optin page and hence getting an optin.

We made the right type of bid adjustments, as there was nothing known as a 'buying intent' in this particular ad, we were good to go with getting as many clicks as possible.

What we kept in mind was who are the people who can convert into paying buyers later, and hence we went ahead with a few countries we knew our product would be sold in later on.

Breakdown #5:

1 MarketPresso Honest Review | MarketPresso Exclusive Coupon

[Ad] intrepidmedia.com/MarketPresso **2** Honest_Review

3 MarketPresso Is Live Now. Read Our Review On MarketPresso. Get our special 12% off coupon. Check Out Our Review On MarketPresso To Grab It At A Special Low One Time Price.

Don't Regret Later · Low One Time Price · Exclusive Bonus Included · Completely **4**

5 MarketPresso OTO Breakdown
Completely Safe & Secure MarketPresso Discounts
MarketPresso Is live

This is one of the search campaigns which we ran for our experimental review site. We were reviewing someone's product and did run search ads to promote it to the hottest audience available.

Why the hottest audience? Search users are the most targeted type of people as they are searching for you and are aware of you and your product already.

Element #1: Headline. These are the headlines, and are best to grab users attention. We were reviewing the product and were giving away a few exclusives. So, we went ahead with these headlines.

Element #2: This is the display URL slug, and you can fill in whatever slug you want to make it more relatable, our focus was on review keyword so we put the display slug as "Honest_Review"

Element #3: Now that the user knows the basic deal, this is the place where you can tell more about what's on the inside. Having 90 characters each, and 2 descriptions at a time. We have to utilize this space as much as we can.

Element #4: Callout extensions. 25 characters for every callout extension. This is the space you use as a CTA or for persuading the user.

Element #5: Sitelink extensions. Here you can put links to different parts of the pages or to different pages. Someone might be looking for discounts, maybe OTOs (upgrades), or they might be worried about their money which is why we put every desired outcome's anchor link in the sitelink extensions.

What worked for us?

We knew there would be heavy flow of the traffic on this product as this was the launch time, and people would search for the product and review, we capitalized on the searches at the right time.

Bid Strategy - We wanted total control in our hands, so we went ahead with manual CPC, just to make sure we stay on the top and no one outbids us(know that it's not the only criteria, putting all the other things together plays the role too, so that the CPC doesn't shoot up through the roof).

Narrowed Down Targeting - We created separate ad groups for selected keywords for better, optimized, and more controlled targeting.

Targeting - We targeted just Tier 1 countries, we knew CPC would be high. However, the buying intent would be high too, and thus, we would make profit out of it.

Callout extensions - We used proper callout extensions to make the ad copy more appealing.

Sitelink extensions - And to give the prospect more flexibility and choice to navigate through the page, we used multiple sitelink extensions.

Bid Adjustment - We dropped (decreased) the bid for tab and tv as the buying intent on these devices is low, but on the other hand we increased the bid for mobile as it can give us sales.