

## META ADS CASE STUDY — MAY & JUNE 2026

# Capyear

36 Confirmed Purchases & \$66,176  
Revenue  
with 1774% ROAS in 2 Months

**1774%**

ROAS

**\$103.60**

Cost/Purchase

**36**

Purchases

## CAMPAIGN RESULTS

**36 Confirmed  
Purchases**

**\$66,176**

Total Revenue

**\$3,729.48**

Total Ad Spend

**1774% ROAS**

May 1 — June 30, 2026

# THE CHALLENGE — SCALING CAPYEAR

## THE CHALLENGE

- Scale from 14 to 20+ monthly enrollments without eroding efficiency
- Refresh creative before audience fatigue as frequencies climbed to 2.5-2.9
- Maintain acquisition costs while spend and reach grew month over month
- Launch a new summer creative alongside the proven March campaign
- Reconcile Meta attribution against CRM-confirmed sales for accuracy

## CAMPAIGN GOALS

- ✓ Cross 20 confirmed purchases in a single month
- ✓ Keep blended cost per purchase trending down
- ✓ Build a scalable two-campaign structure
- ✓ Sustain landing-page-view rates above 75%
- ✓ Prove new creative can match existing top performers

# CAMPAIGN PERFORMANCE — MAY & JUNE RESULTS

TOTAL PURCHASES

36

CRM-Confirmed Sales

REVENUE

\$66,176

Total Generated

ROAS

1774%

Return on Ad Spend

\$3,729.48

Total Ad Spend  
2-Month Campaign

\$103.60

Cost Per Purchase  
Improving MoM

288,670

Impressions  
Total Reach

6.36%

Conversion Rate  
LP to Purchase

# TOP PERFORMING CREATIVES — VID 19 & SUMMER VIDEO

"MOST PROGRAMS HELP YOU PASS EXAMS" + NEW SUMMER VIDEO

**41,571**

Top Reach (Vid 19)

Anchored both months

**80.84%**

LP View Rate

June 1 campaign

**\$33.77**

Cost/Result

Summer Video (Meta)

## WHY THESE CREATIVES WORKED:

- Vid 19 copy delivered consistently across both months, topping June reach at 41,571
- New June Summer Video launched at a \$33.77 cost per result with the best LP view rate
- Benefit-focused, educational messaging built trust with certification-seeking students

# THE NUMBERS — DETAILED PERFORMANCE

## OVERALL CAMPAIGN METRICS

Total Ad Spend:	<b>\$3,729.48</b>
Total Revenue Generated:	<b>\$66,176</b>
Return on Ad Spend (ROAS):	<b>1774%</b>
Cost Per Purchase:	<b>\$103.60</b>
Total Conversions:	<b>36 purchases</b>
CPM (Cost Per 1000 Impressions):	<b>\$12.92</b>
Total Impressions:	<b>288,670</b>
CPC (Link Clicks):	<b>\$5.16</b>

## LANDING PAGE PERFORMANCE

Landing Page Views:	<b>566</b>
LP View Rate (June 1):	<b>80.84%</b>
LP View Rate (March 16):	<b>75.78%</b> <i>✓ Well above 40-60% industry benchmark</i>
Purchase Conversion Rate:	<b>6.36%</b>
Cost per LP View:	<b>\$6.59</b> <i>✓ Cost per landing page view</i>
Total Link Clicks:	<b>723</b> <i>✓ Healthy for a high-ticket program (2-5%)</i>

# CAMPAIGN RESULTS — THE FULL PICTURE

Total Confirmed Purchases

**36**

Revenue Generated

**\$66,176**

Return on Ad Spend

**1774%**

Cost Per Purchase

**\$103.60**

Ad Spend Efficiency

**\$3,729.48**

Campaign Duration

**2 Months**

**Exceptional ROI: Every \$1 spent generated \$17.74 in revenue**

# KEY INSIGHTS & WHAT DROVE THE RESULTS

01

## Consistent Month-over-Month Growth

Confirmed purchases climbed from 14 in May to 22 in June — a ~57% increase and a new program high, continuing the March 4 → April 10 → May 14 → June 22 trajectory. Sales spread evenly across every week with no single day exceeding 2 purchases, signalling steady, sustained demand.

02

## Creative That Scales

Vid 05 led May at a \$20.87 cost per result while Vid 19 copy carried both months, topping June reach at 41,571. The new Summer Video launched in June at \$33.77 per result with an 80.84% landing page view rate — well above the 40-60% industry benchmark — proving fresh creative can scale.

# RECOMMENDED NEXT STEPS

## PRIORITY 1: Concentrate & Prune

- Anchor July budget on Vid 19 & Summer Video
- Pause non-converters (Vid 04, 05, 11, Mom-Call)
- Reallocate freed spend to proven creatives
- Reconcile Meta vs CRM sales weekly

## PRIORITY 2: Creative Refresh

- Test 3-4 variations of the Summer Video
- Frequencies at 2.5-2.9 — refresh now
- One new test ad per two-week cycle
- Prevent ad fatigue

## IF CAMPAIGN EXTENDS — OPTIMIZATION ROADMAP:

1. Audience Expansion: Build lookalike audiences from 36 purchasers (1%, 3%, 5%)
2. Retargeting Setup: Target landing page visitors who didn't convert
3. Budget Scaling: Increase spend by 20% every 3-5 days while efficiency holds
4. Conversion Funnel: Add email nurture and abandonment sequences
5. Landing Page: Push purchase conversion rate toward 7-10%

# THE CAPYEAR SUCCESS STORY

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In 2 months, Capyear achieved exceptional results:

- ✓ **36 confirmed purchases (14 May → 22 June)**
- ✓ **\$66,176 in revenue produced**
- ✓ **1774% return on ad spend achieved**
- ✓ **Strong 75-81% landing page view rates**
- ✓ **Improving \$100.12 June cost per purchase**

*Two campaigns running in parallel scaled reach to 288,670 impressions while improving efficiency — the foundation is in place to keep scaling.*

Campaign Period: May 1 - June 30, 2026