

BUILDING LOCAL SUCCESS

INSIGHTS AND STRATEGIES FROM
REAL-WORLD DIGITAL CAMPAIGNS

FAILED ROCKSTAR TURNED AGENCY OWNER





20,000+ ATTENDEES • 60+ SPEAKERS • 160+ COUNTRIES • 6+ TRACKS

ADWORLD

29-30 MARCH 2023

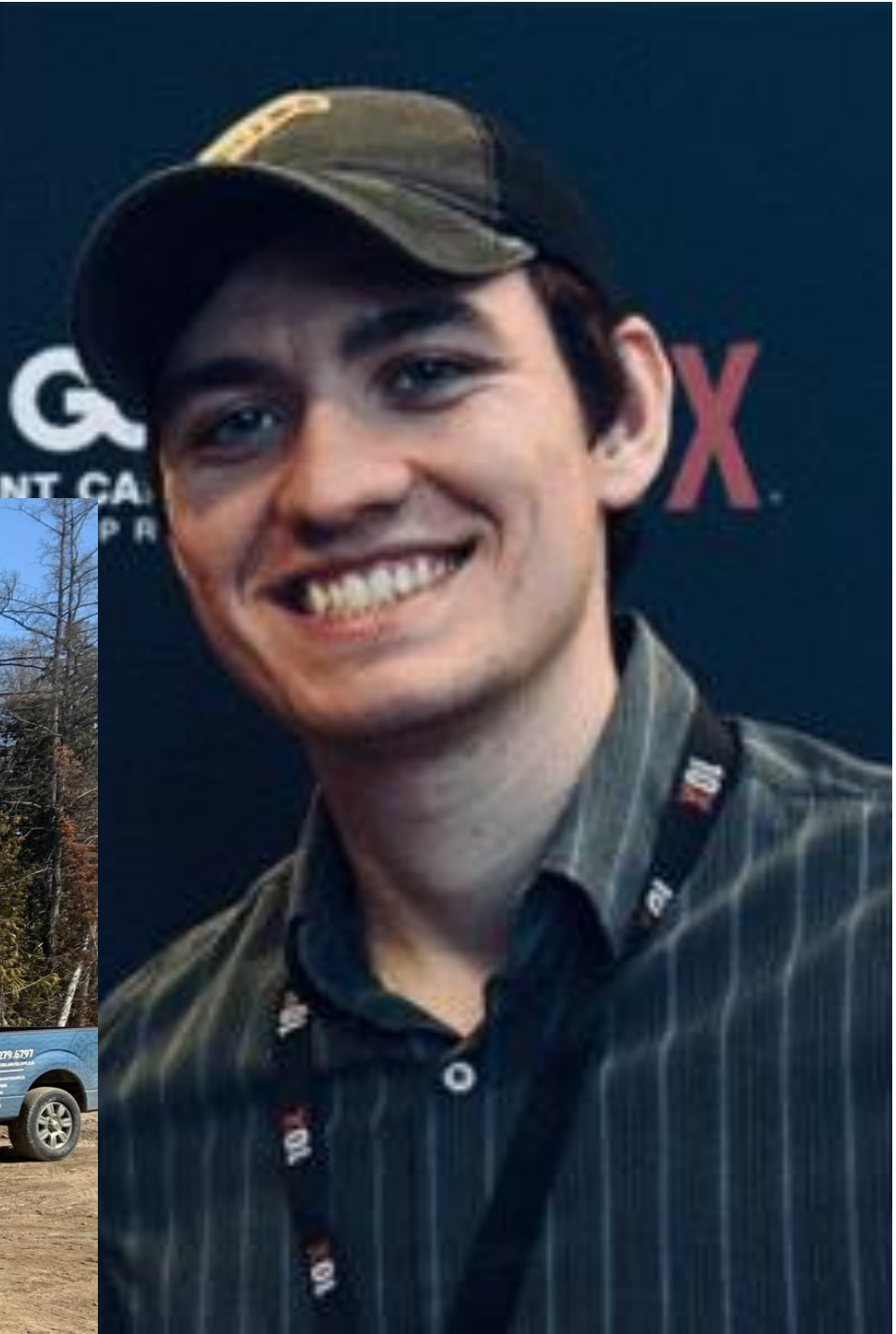
Media Buying TRACK

JASON HUNT
MERGED MEDIA

OFFICIAL SPEAKER
ADWORLD
2023
OFFICIAL SPEAKER

20,000+ ATTENDEES • 60+ SPEAKERS • 160+ COUNTRIES • 6+ TRACKS















TO BE SUCCESSFUL ONLINE
YOU NEED TO BE FAMILAR



Riverwood Landscape

Sponsored · 🌐



Learn how to successfully look after your sod to transform your yard into a whole new space with our free downloadable guide.

Download our Free Guide:
How To Care For New SOD



DOWNLOAD NOW

FORM ON FACEBOOK
Free Guide
Care for New Sod

Download



How To Care For New SOD

...closely adhere to the order to ensure the long

...d not sit for more than 3 sit. Immediately after

...quired for the first three ring not establishment

...the next 3 to 6 days,

...sod allowed to firm up so making sure no more than ss).

...e watered with an inch of

...is can be cut back to gram. (Although, these well the initial 7 to 10

...ring heavy ½ inch at repeating at "wilting

point". This process encourages fast, deep rooting!

AFTER TWO WEEKS

After 2 weeks, the field needs to be allowed to firm up again and mowed. Immediately after mowing, it needs to be watered heavily once more.

...cannot be pulled up. Now, the or set on a regular maintenance

Week 3



Week 4



...d all by yourself.

...ing turf, but you have to ensure and rid your yard of

...accomplish this and look after erials and sod possible, so you

...learn more about how our team can help by visiting riverwoodlandscape.ca

WHAT'S NOT
WORKING IN 2025?

Overtargeting

The Over-Targeting Trap: Narrow Focusing Can Undermine Your Ads

Detailed targeting

Include people who match ⓘ

[Demographics](#) > [Relationship](#) > [Relationship status](#)

Single

🔍 Add demographics, interests or behaviors

[Suggestions](#) [Browse](#)

and must also match ⓘ



[Interests](#) > [Entertainment \(leisure\)](#) > [Movies \(entertainment & media\)](#)

Anime movies (movies)

🔍 Add demographics, interests or behaviors

[Suggestions](#) [Browse](#)

Narrow further

Exclude people who match ⓘ

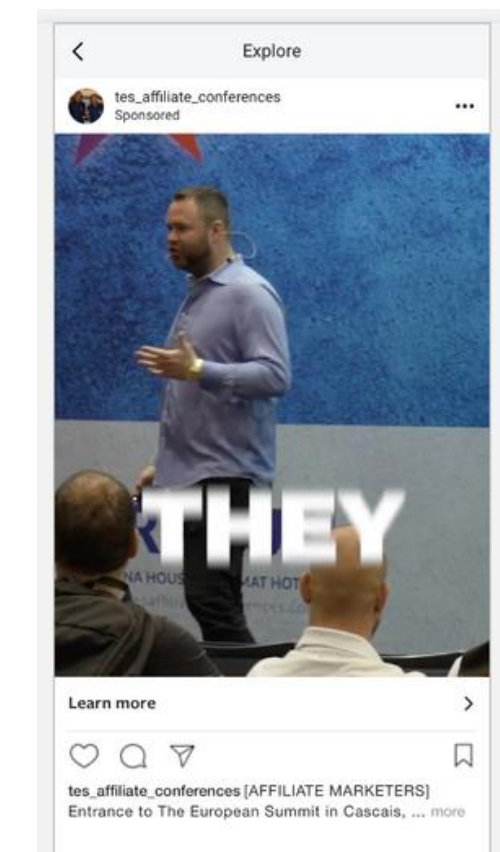
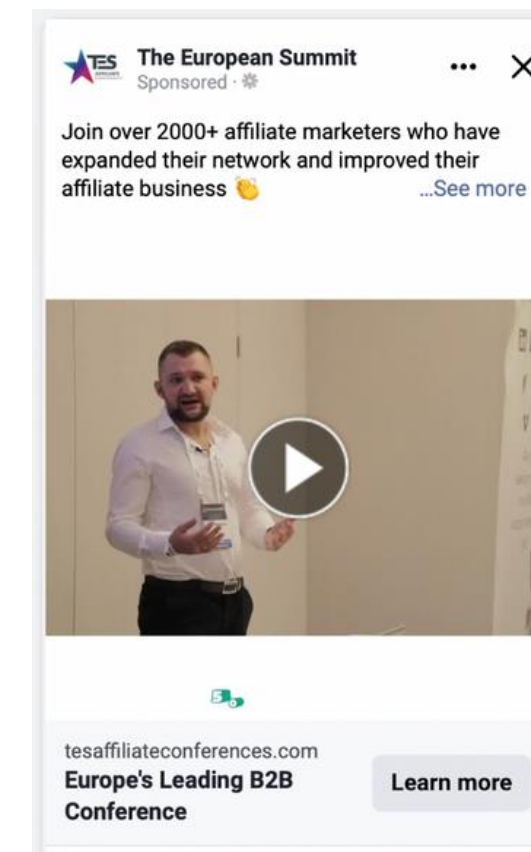
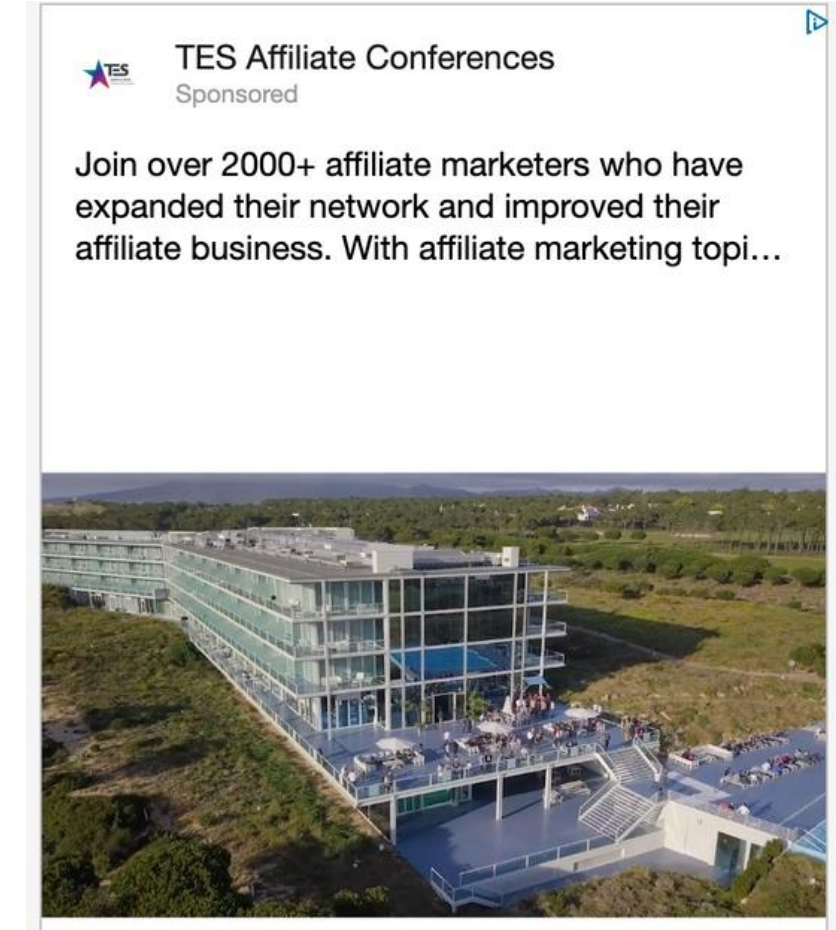
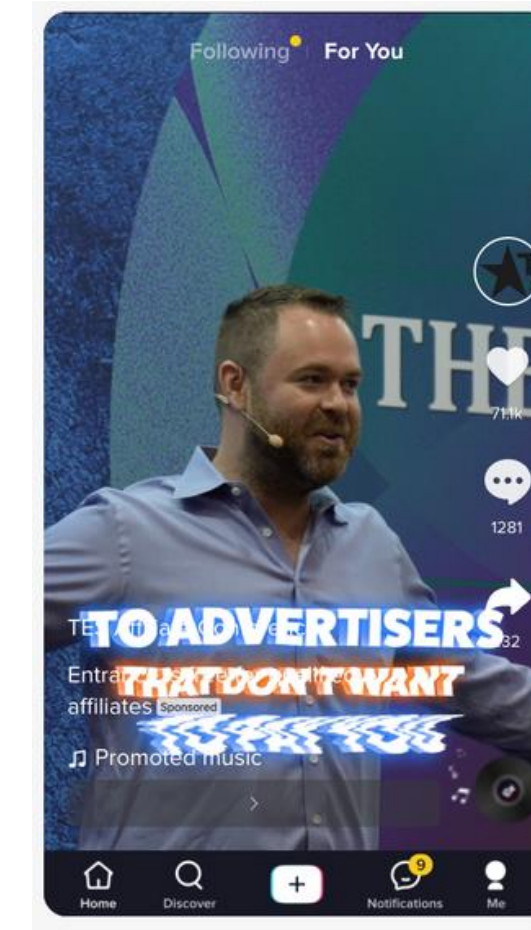
[Behaviors](#) > [Purchase behavior](#)

Engaged Shoppers

Underutilizing Video Content



Ignoring Cross Platform Strategies



Ignoring E-E-A-T
(Experience,
Expertise,
Authoritativeness,
Trustworthiness)

WE'VE GOT
GREATER EXPERTISE

We also have the expertise to handle repairs or other issues. Equipment repairs, including heaters repairs, and even pool liner repairs are expertly completed. We inspect pools during every visit, so we can identify any little issues before they become bigger, more costly ones. With no-hassle pool liner repairs and other faster, w



We even service eco-friendly, energy efficient heaters and equipment. However, beyond simply installing and servicing green pool equipment, we specialize in automating pool systems, which provides even better energy efficiency, for a more environmentally friendly pool.



**GTA & TORONTO
REPUTABLE SWIMMING POOL
SERVICES**

When you install a pool, you want to make the most of your investment. With a limited season to use your pool in Ontario, this adds pressure to get your pool up and running in the spring as quickly as possible, and to avoid any downtime due to algae or dirty water. All the maintenance required to achieve this, however, takes from the time you could be enjoying your pool.


Pool & Hot Tub
Council of Canada
MEMBER

People for Pools is the perfect solution to this issue, by handling all your pool needs for you, so you can enjoy a hassle-free pool experience throughout the warmer months.

WHATS WORKING
IN 2025?



AI for Personalization



Pharmacy Marketing Guru

Expert in pharmacy marketing for US pharmacies.



Social Media Stand-Up

Witty and funny social media copywriter



AI Marketing Author

Assists in writing and analyzing papers on human vs. AI content.



BP Podcast Content Assistant

Assists in distributing podcast content for Brokers Playbook.



Global Tourism Geography Assistant

Assists in designing a Global Tourism Geography college course.



Kokomo Marketing Assistant

The ultimate travel marketing ally for Kokomo Botanical Resort. Tailored to highlight the resort's...



Personal Ghost Writer

Expert in digital marketing and travel, this GPT helps create engaging, SEO-optimized blog posts. It...



Fractional CMO Assistant

The GPT is a marketing expert that helps a Fractional CMO perform their jobs and duties as a...

Personal Brand Voice Personalization

Pivotal Career Moment

Illustrates significant turning points in career paths.



Myers Briggs Personality Type

Offers insights into personality-driven creativity.



Resilience Experience

Reflects on personal growth through challenging times.



Creative Problem-Solving

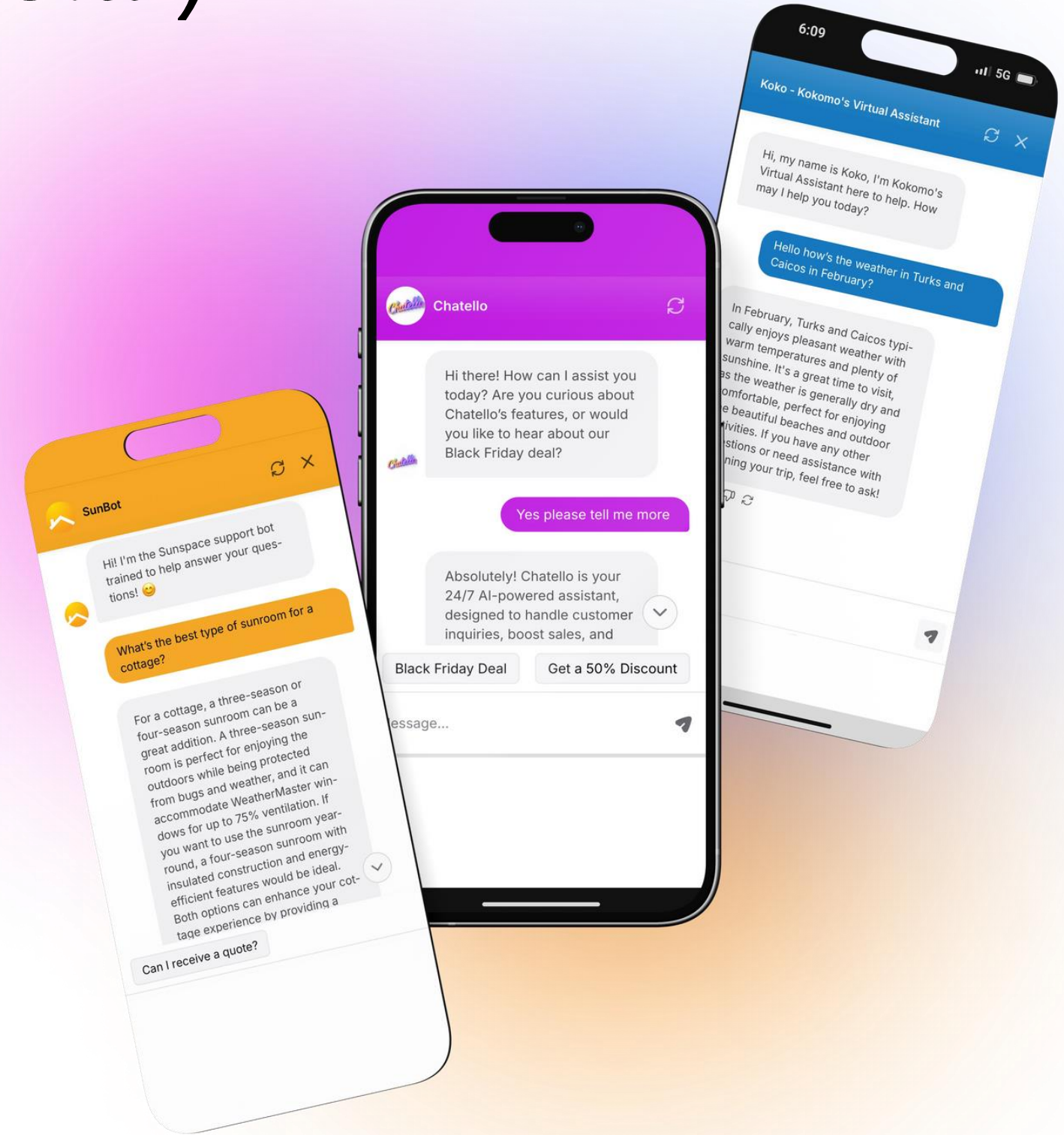
Highlights innovative solutions in professional scenarios.





AI Agents on Websites (Chatello.ai)

Chatello



What's the best wine pairing with leftover pizza at 3 AM?

Pairing wine with leftover pizza can be a fun and delicious experience! A versatile choice would be a red wine like the Kim Crawford Pinot Noir, which has dark cherry and blackberry flavors that complement a variety of pizza toppings. If you prefer white wine, the Kim Crawford Sauvignon Blanc with its fresh, juicy, and vibrant acidity can also be a delightful match. Enjoy your late-night snack! 😊





Sunspace AI Agent



Hi! I'm Sunspace's AI Agent trained to help answer your questions! 😊

What colours are available in the model 200?



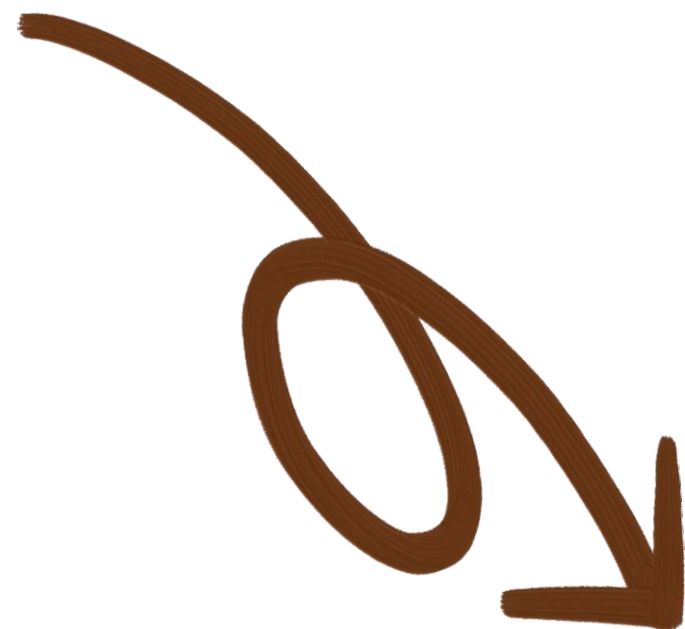
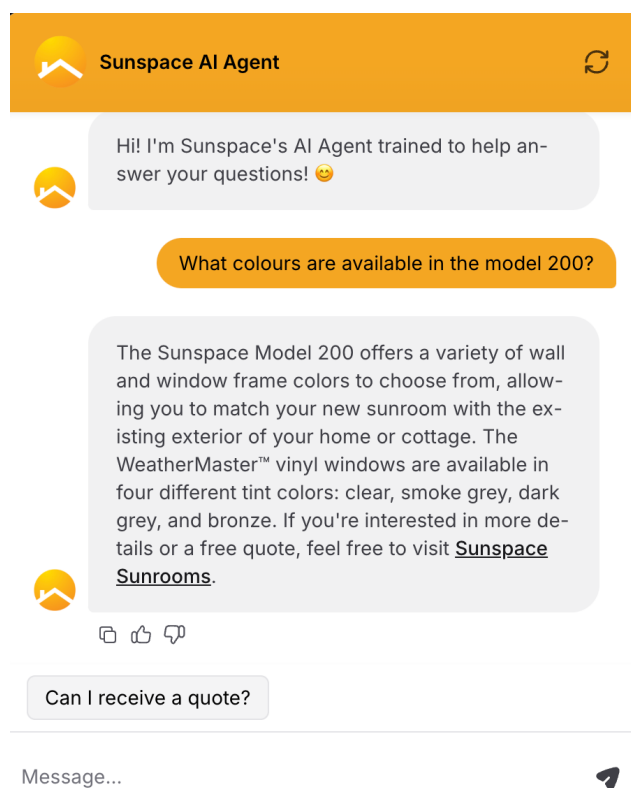
The Sunspace Model 200 offers a variety of wall and window frame colors to choose from, allowing you to match your new sunroom with the existing exterior of your home or cottage. The WeatherMaster™ vinyl windows are available in four different tint colors: clear, smoke grey, dark grey, and bronze. If you're interested in more details or a free quote, feel free to visit [Sunspace Sunrooms](#).



Can I receive a quote?

Message...





Chatello

MODEL 200 WEATHERMASTER SUNROOM

If you enjoy the open air feeling of your existing deck but want protection from the bugs, the elements and harmful UV rays, the Sunspace Model 200 is what you are looking for. Made with two inch foam panels and extrusions, the walls incorporate the versatile WeatherMaster[®] 4-Track Vinyl Window System. These window units slide up or down effortlessly allowing a generous 75% ventilation opening!

With a variety of wall and window frame colors to choose from you have the versatility to color match your new Sunroom with the existing exterior of your home or cottage. WeatherMaster[®] vinyl windows are made with durable ViewFlex glazed vinyl, and are available in 4 different tint colors: clear, smoke gray, dark gray and bronze.

EXACT MATCH DOMAIN STRATEGY (SEO)

**The “Quick Win” solution to get your
website at the top of Google results.**



Sponsored



Kijiji

<https://www.kijiji.ca>

Snow removal in Services in Guelph - Kijiji Canada

— Kijiji is your source for a huge selection of new and pre-loved items. Visit now! Shop...

[Barbie dolls for sale](#) · [Air hockey table for sale](#) · [Toys & games for sale](#) · [Find your next home](#)



City of Guelph

<https://guelph.ca> › [Living](#) › [Getting around](#)

Snow removal

To report a **snow removal** issue at a City facility, including public stairs and park parking lots (Riverside Park, Exhibition Park, etc.), contact parks@guelph.

[How and when to report a...](#) · [Sign up for residential plow out...](#) · [Parking in winter](#)



guelphsnowremoval.ca

<https://guelphsnowremoval.ca>

Guelph Snow Removal - Offering Reliable & Affordable ...

We provide residential and commercial **snow removal** services to the **Guelph** community. Our packages include driveway plowing, de-icing, pathway and walkway snow ...



Contact Guelph Snow Removal before we have no space left to keep you safe during the cold months!

Our team handles snow removal for the Guelph community and are available to help you this winter. Just make sure you sign up for one of our snow removal packages before there's no space left and you're left out in the cold!

GET YOUR FREE QUOTE





Venue Targeting

 **Merged Media**
Sponsored · 

Attention BIA Conference Attendees!
Stop wasting your ad budget on strategies that don't work. [...See more](#)



 JAYHUNT.SOCIAL
Master Class on Digital Campaign... [Learn more](#)

 Like  Comment  Share

 (44.4844, -80.2191) + 1mi ▼

 (44.4889, -80.2558) + 1mi ▼

 (44.5016, -80.2023) + 1mi ▼

 (44.5082, -80.2610) + 1mi ▼

 Blue Mountain Ontario + 1mi ▼

 Exclude ▼

 Search locations

Browse



 **Merged Media**
Sponsored · 

We're incredibly honoured to be recognized as a finalist in the Digital Business of The Year category at the CanadianSME [...See more](#)



[merged.ca](#)
Book Your Discovery Call
We merge the component... [Learn more](#)



Dynamic Video Ads



	Dynamic Videos Lisbon 24	€0.01
Cost per ThruPlay		
	Video TES - Prague 2023 Highlights.mp4 (33...	—
	Video TES - Vertical Prague 2023 Highlights....	—
	Video TES - Prague 2023 Highlights 2.mp4 (...)	—
	Video TES - Vertical Prague 2023 Highlights ...	—
Results from 1 ad ⓘ		▼
		€0.01
		Cost per ThruPlay

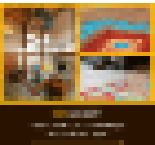
135,130
ThruPlays

273,090
Accounts Center acco...

2.16
Per Accounts Center a...



Dynamic Image Ads

Ad	Results	Purchases ↓	Purchases conversion value
 09.07.23 - ...	22 Website purchases	22	\$9,385.19
 Image "unti...	12	12	\$4,528.11
 Image "5c5...	4	4	\$1,225.22
 Image "unti...	4	4	\$1,812.11
 Image "d73...	2	2	\$1,819.75

 **Southwestern Rugs Depot**
Sponsored · 

×

⋮

Southwestern Rugs Depot is the ultimate destination to buy premium authentic southwestern rugs online! 🙌 [...See more](#)



SHOP ONLINE
HIGH-QUALITY,
DURABLE RUGS
MADE IN THE USA

 **SOUTHWESTERN
RUGS DEPOT**



southwesternrugsdepot.com
**Premium Southwestern
Rugs** 🔥

Shop now

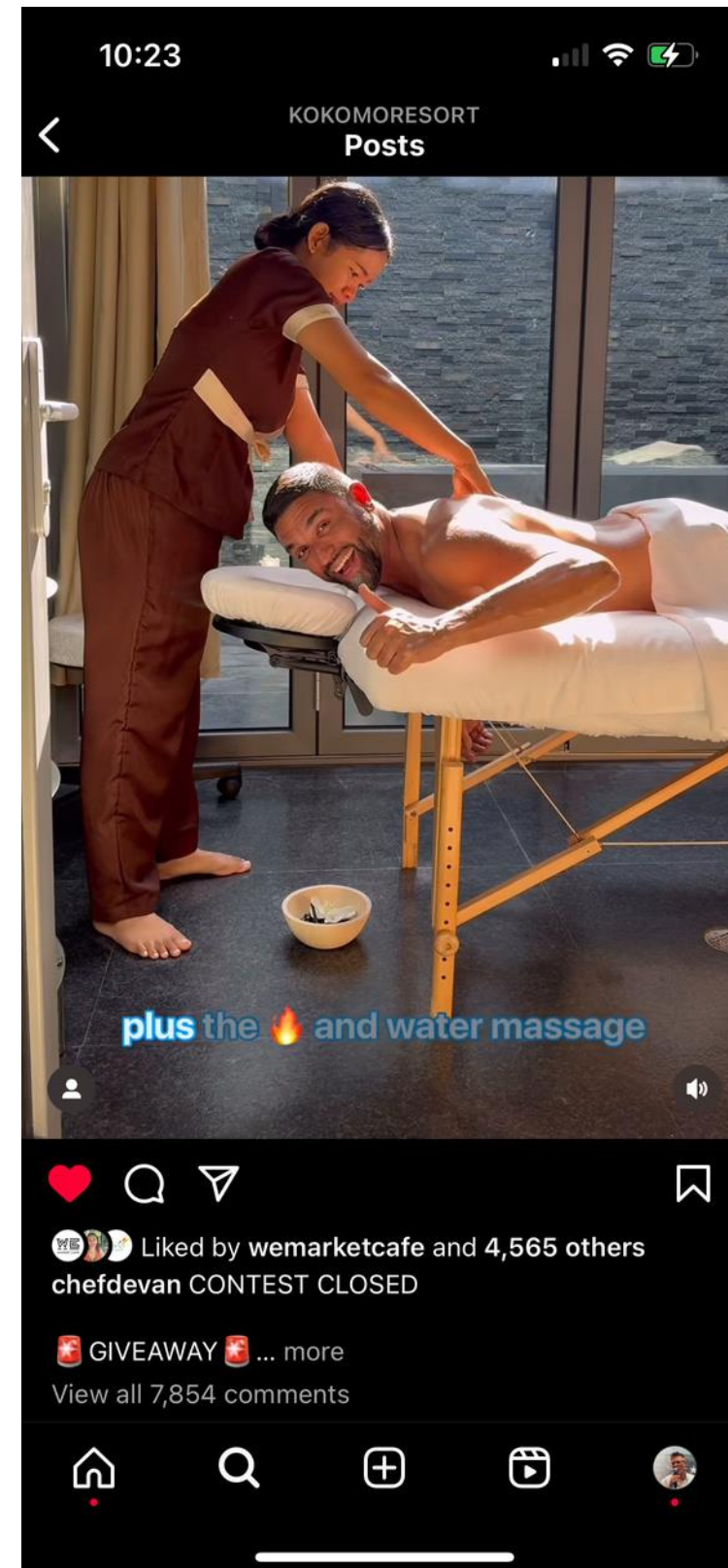
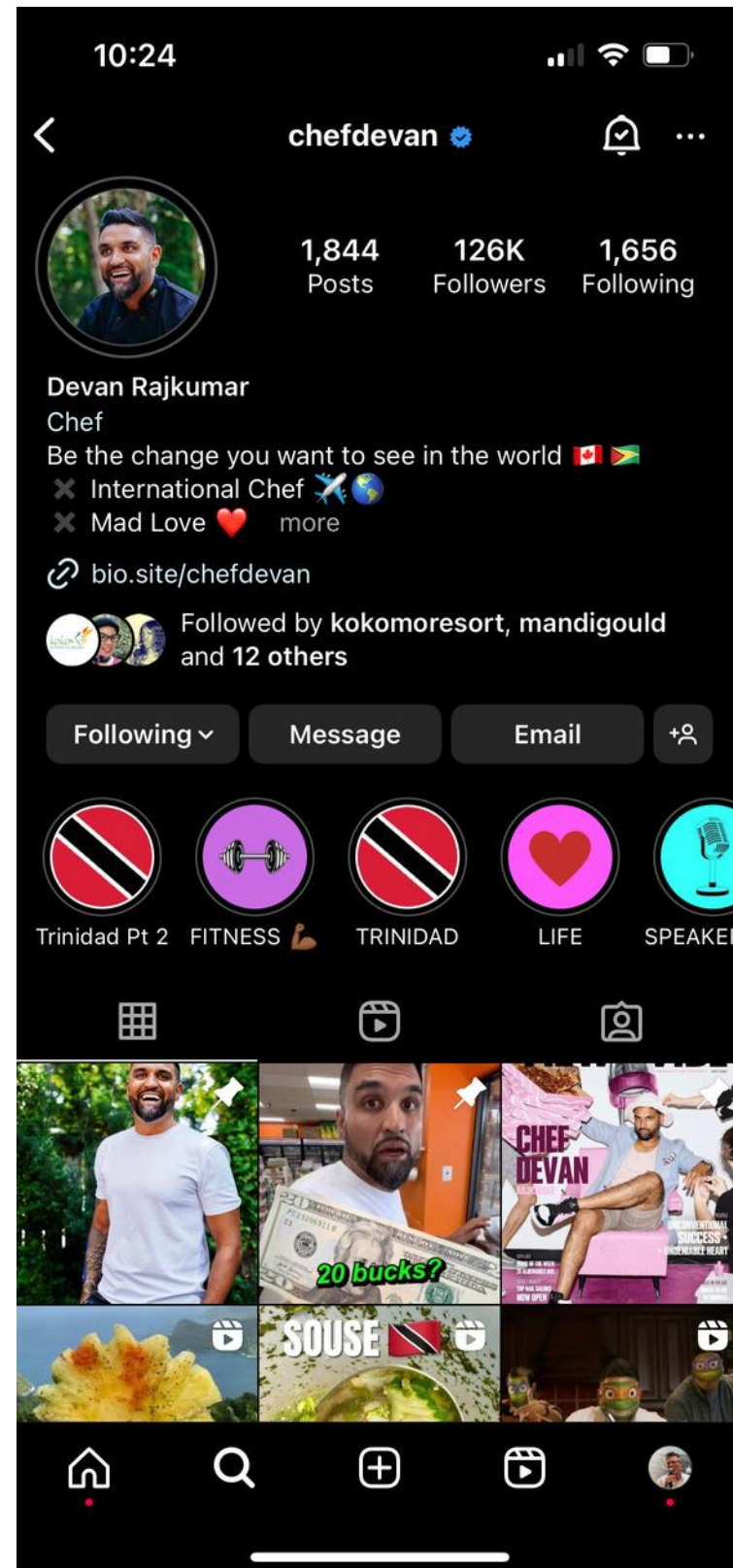
 Like

 Comment

 Share



Co-Branded Giveaways



Contestants

Conversion Rate

Entries

1,027

9.95%

7,034



Viral Giveaway Tactic Using Meta

curb. Curbwise
Sponsored · 🌐

🌸 Escape to Paradise with Curbwise! 🌸
Win a 3-night stay at Kokomo Botanical Resort in Turks & Caicos! ...See more



FORM ON FACEBOOK
Win a Tropical Retreat at Kokomo Botanical Resort!... [Subscribe](#)

👍 Like 💬 Comment

curb. Curbwise
Sponsored · 🌐

🌴🍌 GIVEAWAY ALERT! 🍌🌴
Curbwise is thrilled to offer you the ...See more



FORM ON FACEBOOK
Adventure Calls: Win an Island Getaway 🌴🚗 [Learn more](#)

👍 Like 💬 Comment ➦ Share

curb. Curbwise
Sponsored · 🌐

🌴🍌 GIVEAWAY ALERT! 🍌🌴
Curbwise is thrilled to offer you the ...See more



FORM ON FACEBOOK
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👍 Like 💬 Comment

curb. Curbwise
Sponsored · 🌐

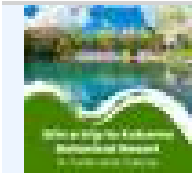
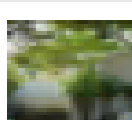
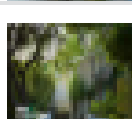
🌴 Dreaming of a Tropical Getaway? 🌴
Curbwise is giving away a 3-night stay at Kokomo Botanical Resort! ...See more



FORM ON FACEBOOK
Win a Tropical Retreat at Kokomo Botanical Resort... [Learn more](#)

👍 Like 💬 Comment ➦ Share

\$0.20 LEADS!

Ad	Ad format	Ad status	Results	Reach	Impressions	Cost per result
 dynamic		23, 2:...	895 On-Facebook Lea...	5,628	10,042	\$0.20 Per On-Facebook L...
 Image "Curb-WinATrip-02 (1).jpg_105_105 (d...			171	1,377	1,893	\$0.19
 Image "Curb-WinATrip-03.jpeg_105_105 (ffd...			718	4,931	8,033	\$0.20
 Image "Curb-WinATrip-01.jpeg_105 (adf243...			5	68	82	\$0.36
 Video Kokomo 30s Video.mp4 (677850315...			—	1	1	—
 Video Kokomo 30s Video Vertical.mp4 (979...			—	26	27	—
 Video Kokomo 30s Video Vertical.mp4 (979...			1	5	5	\$0.05
 Video Kokomo 30s Video.mp4 (677850315...			—	1	1	—
Results from 1 ad ⓘ			895 On-Facebook Leads	5,628 Accounts Center ac...	10,042 Total	\$0.20 Per On-Facebook Le...



Frictionless Lead Forms

curb.

Contact information ⓘ

We'll use your information to send you our Curbwise newsletter and to announce the winner of the contest

Email

Enter your answer.

First name

Enter your answer.

Last name

Enter your answer.

Next

VS.

Enter for your chance to win a trip to **Kokomo Botanical Resort** in Turks and Caicos!

Win a three-night stay for two in a Classic Cottage at Kokomo Botanical Resort Spa in Turks & Caicos.

Application &

Real-World Examples.

People For Pools.

- Pool maintenance company in the Greater Toronto Area.
- Using Meta to generated new pool maintenance leads (i.e. their name, email address, and phone number).

Side note:
Everyone knows what a lead is, right??

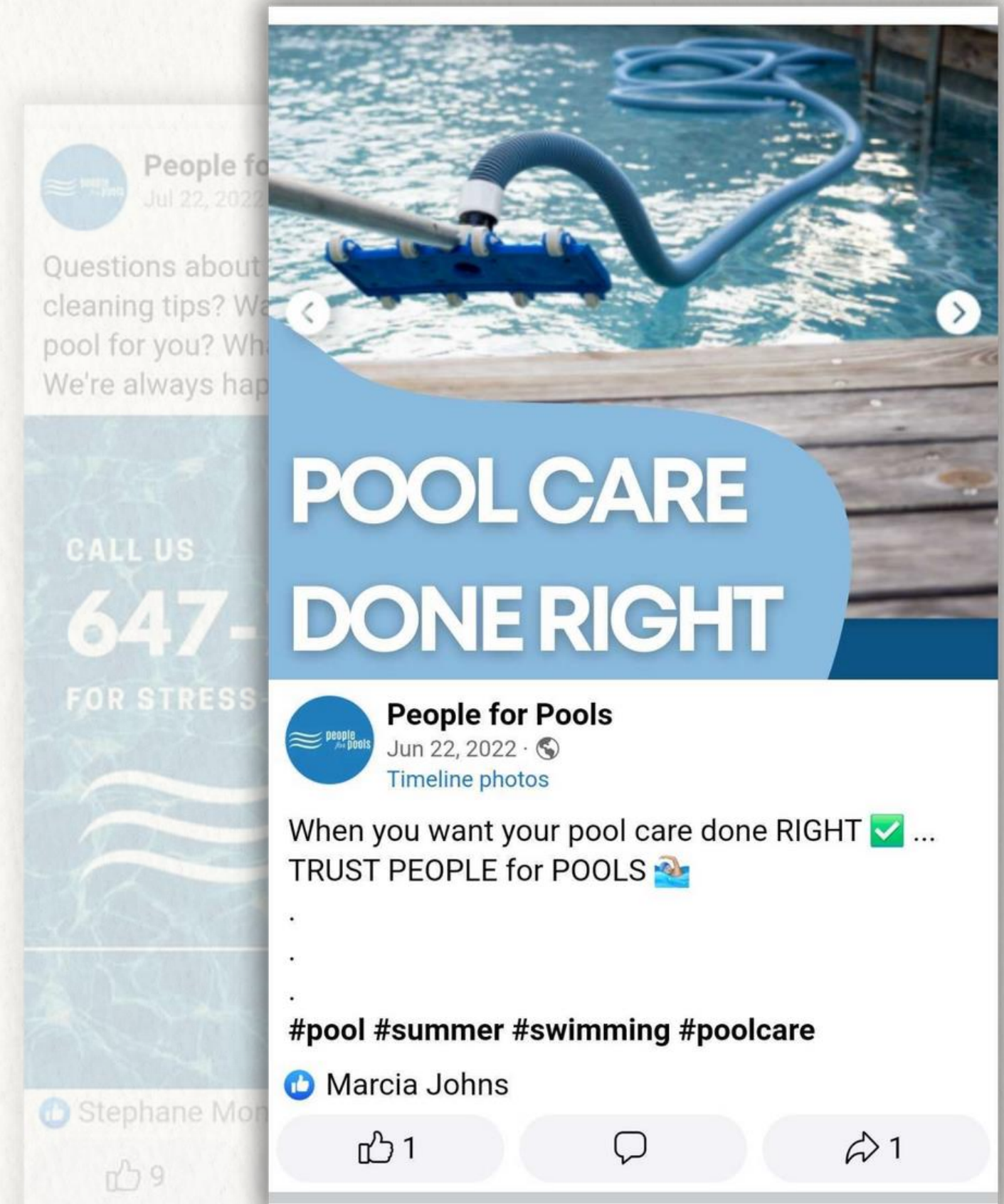
People For Pools.

- What **doesn't** work:
“organic” posts on
Facebook/Instagram
business pages.



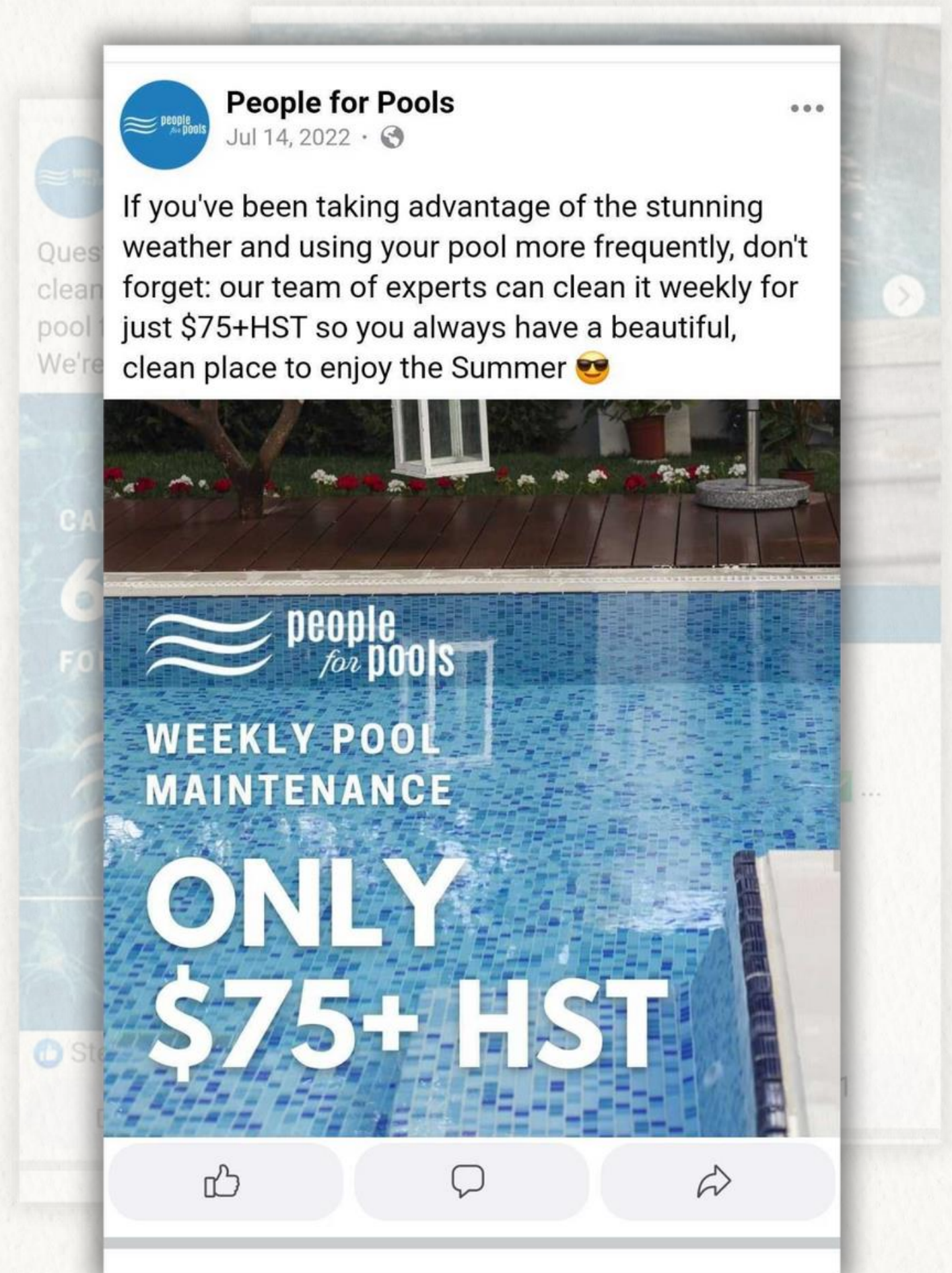
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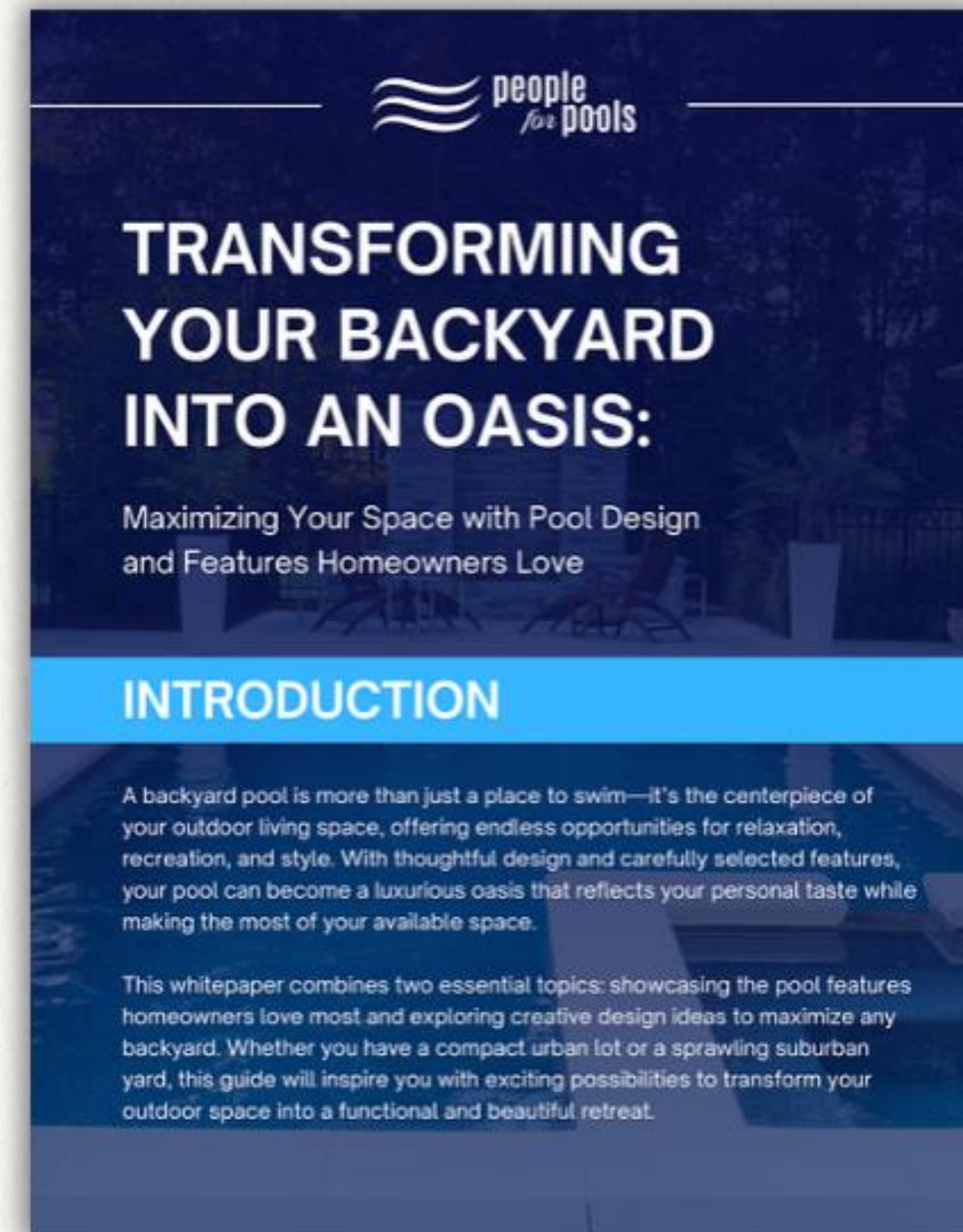
Why didn't that initial strategy work?

- These posts “feel” like ads and nobody wants to feel advertised to.
- There's no real value in the content itself, only in the value proposition.

So let's add some actual value to this campaign.

People For Pools.

- Whitepapers are a type of lead magnet: something that actually “attracts” a lead to a campaign.



People For Pools.

- Whitepapers are a type of lead magnet: something that actually “attracts” a lead to a campaign.

THE 6 ESSENTIAL COMPONENTS OF A GREAT POOL PARTY

There's no better way to celebrate summer in the GTA than by hosting a pool party! It's a fantastic opportunity to gather your friends, family, and neighbours for a day filled with sun, fun, and relaxation. So, how do you plan the perfect pool party? Let's dive in and explore the six essential components that will make your pool party a splashing success.

1. SPARKLING CLEAN POOL

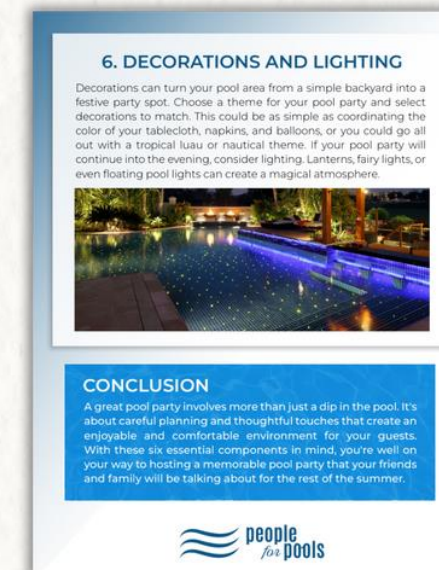
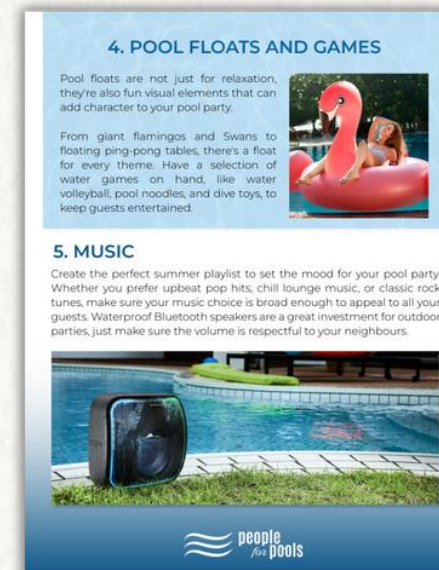


The star of your party is, of course, your pool. Ensuring it's sparkling clean and inviting is a must. Start by skimming the pool for any floating debris, vacuum the floor for sunken items, and brush the pool walls to prevent algae buildup. Check the pool's chemical levels to ensure the water is balanced and safe for your guests. Don't forget to clean the pool deck and arrange your lounge chairs and pool accessories neatly.



People For Pools.

- “The 6 Essential Components Of A Great Pool Party” downloadable PDF.



People For Pools.

- Client's thinking: I have a “whitepaper,” very cool, now what?
- Now we can advertise.

People For Pools.

- What **does** work:
targeted paid media
advertisements
promoting the
whitepaper PDF.

 **People for Pools**
Sponsored · 

×

⋮

Summer is the time for pool parties!

This year, don't just host any old ...[See more](#)



**HOST
THE BEST POOL PARTY
THIS SUMMER:
THE COMPLETE GUIDE**

[Download Now](#)

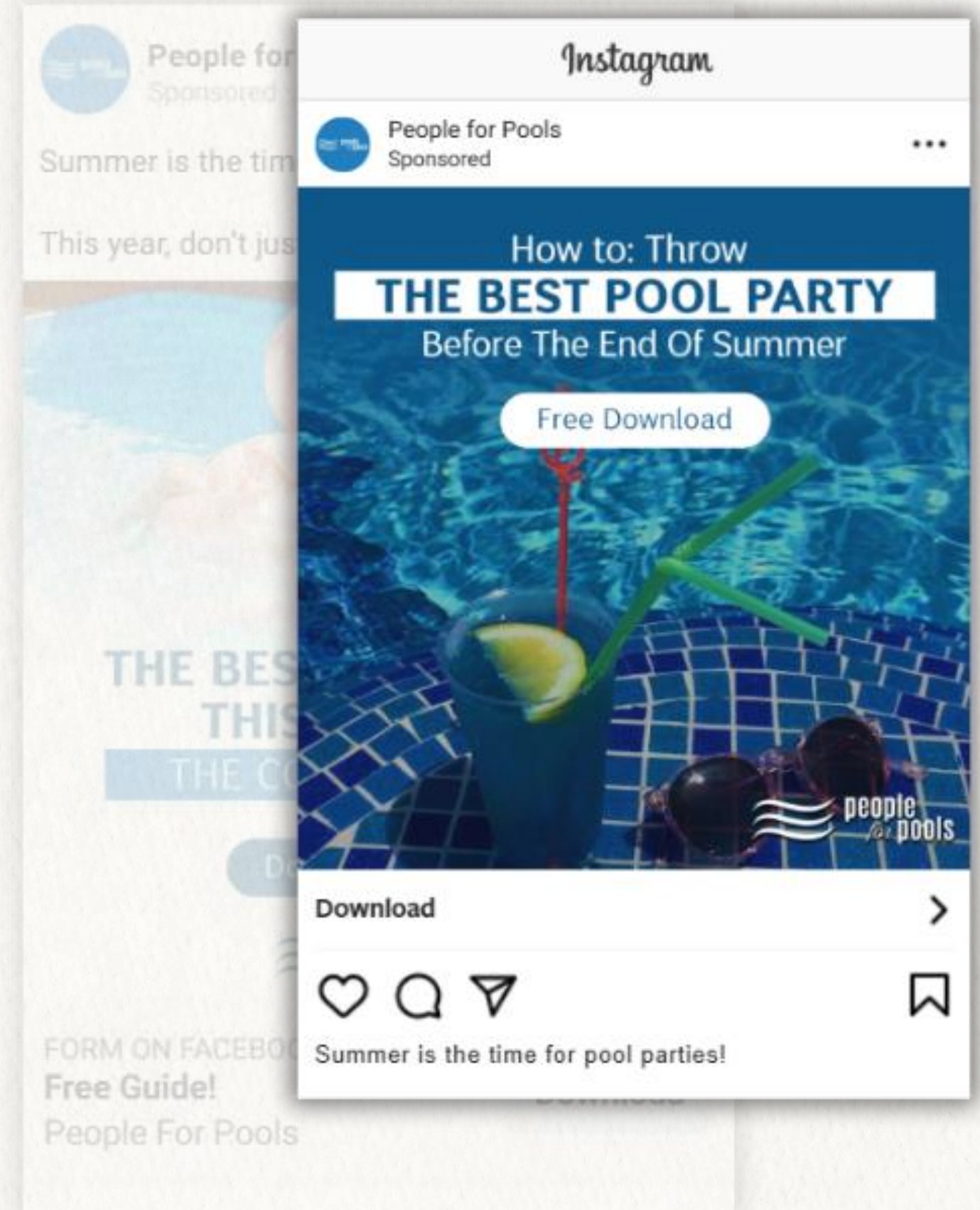


FORM ON FACEBOOK
Free Guide!
People For Pools

[Download](#)

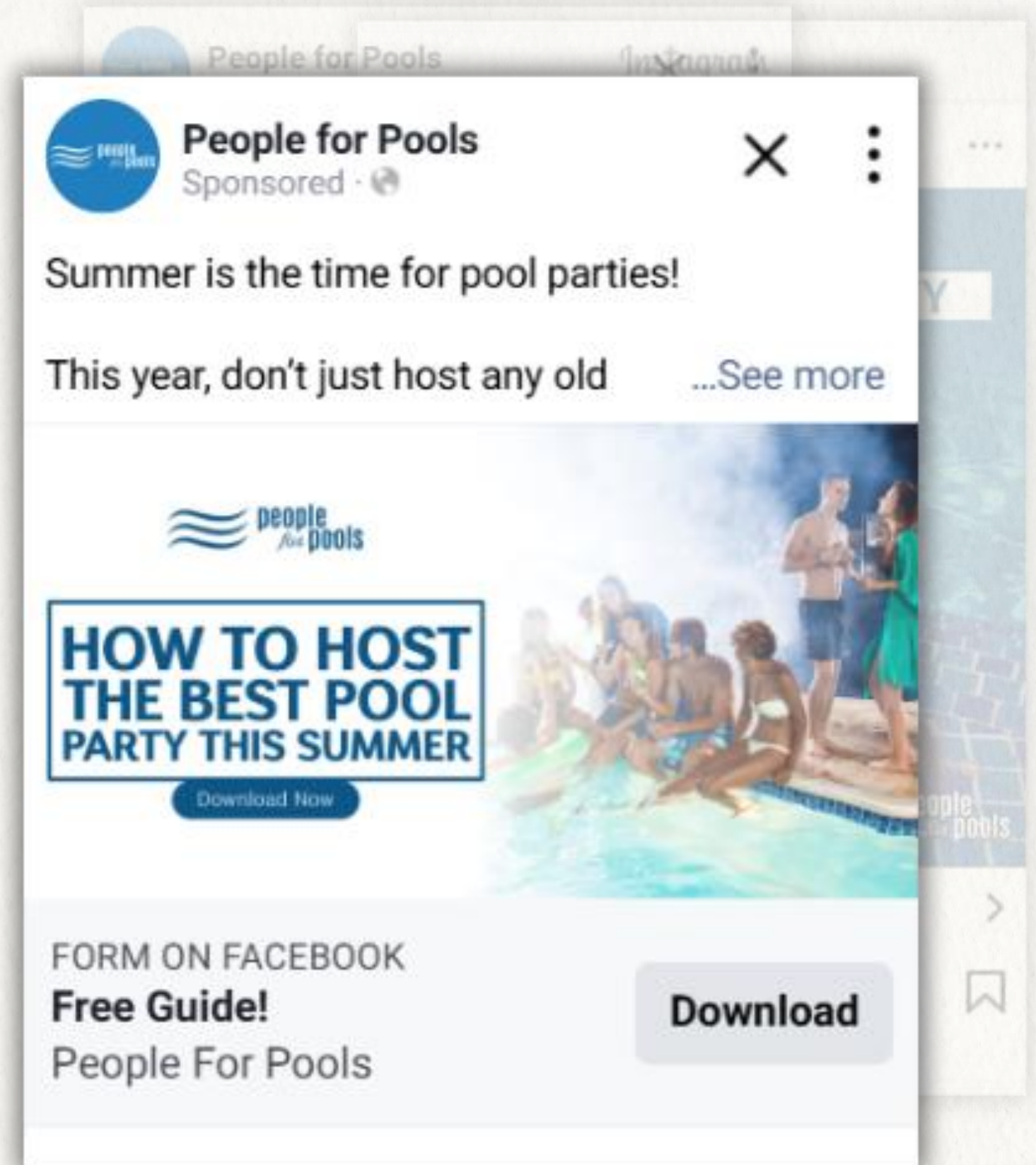
People For Pools.

- What **does** work:
targeted paid media
advertisements
promoting the
whitepaper PDF.



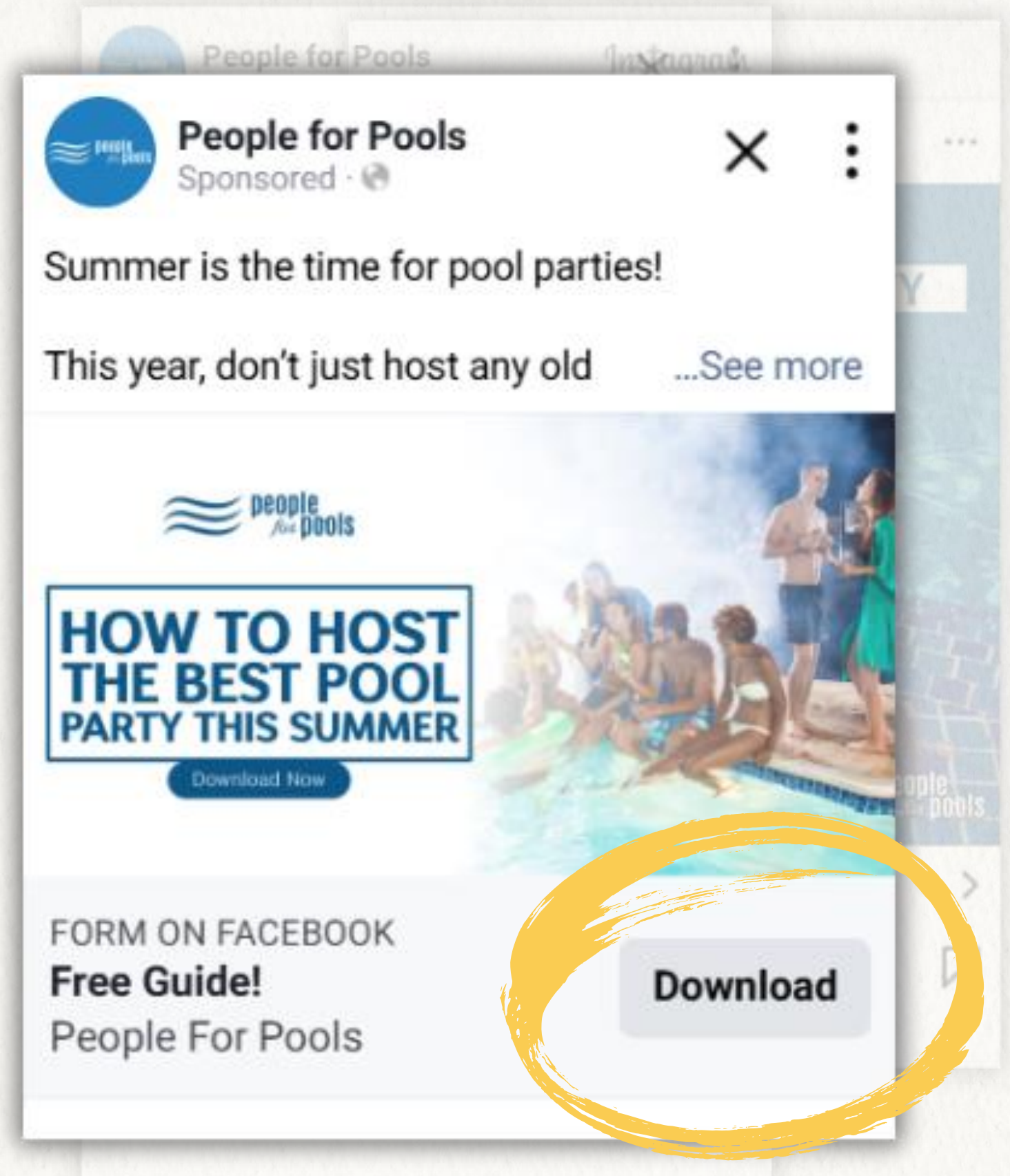
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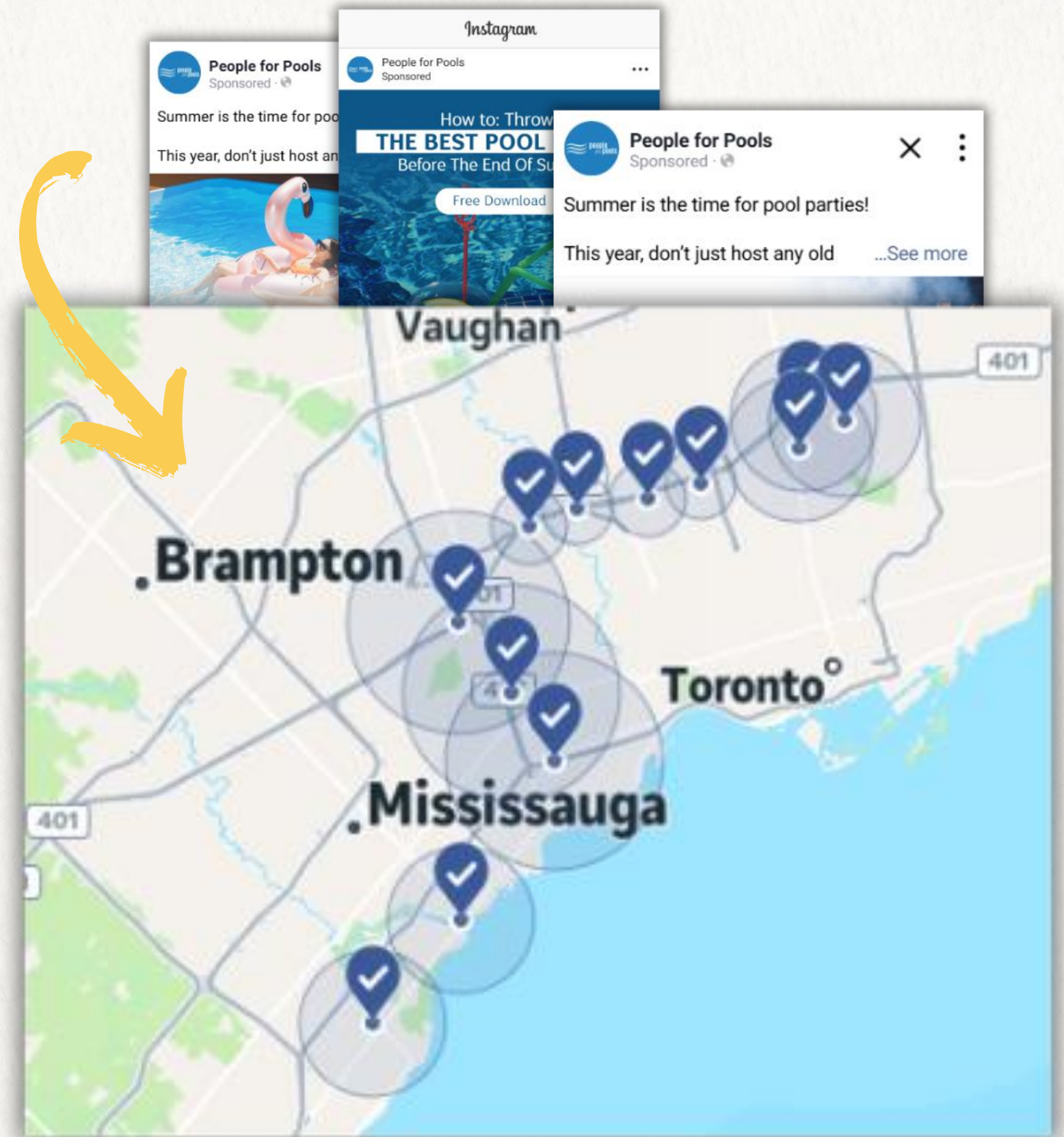
People For Pools.

- What **does** work:
targeted paid media
advertisements
promoting the
whitepaper PDF.



People For Pools.

- By paying social media applications, we're able to specify exactly where these posts are seen.



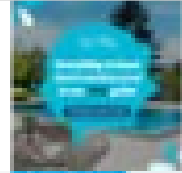
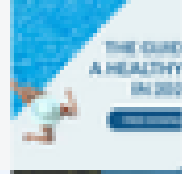
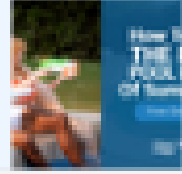
People For Pools.

- Better than “Likes.”
- Everyone who clicks on this ad is presented with a **lead form**.

A vertical rectangular lead form with a blue background featuring a pool scene. At the top, the text 'How to: Throw' is in white, followed by 'THE BEST POOL PARTY' in large, bold, white capital letters, and 'Before The End Of Summer' in white. Below this is a white rounded rectangle with the text 'Free Download'. The main form area is white with rounded corners. It starts with the heading 'Contact information' followed by an information icon. Below the heading is a paragraph: 'To receive your free guide and to opt in to future updates, simply provide your contact information below!'. There are four input fields: 'First name' with the value 'Dave', 'Last name' with the value 'Kerr', a phone number field with a country code dropdown set to 'CA+1' and the number '226 962 2318', and an 'Email' field with the value 'dave@merged.ca'.

People For Pools.

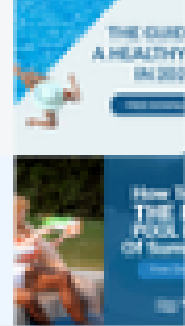
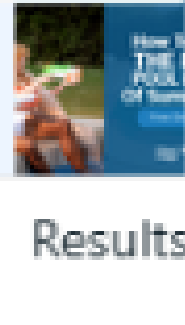
- Better than “Likes.”
- Everyone who clicks on this ad is presented with a **lead form**.

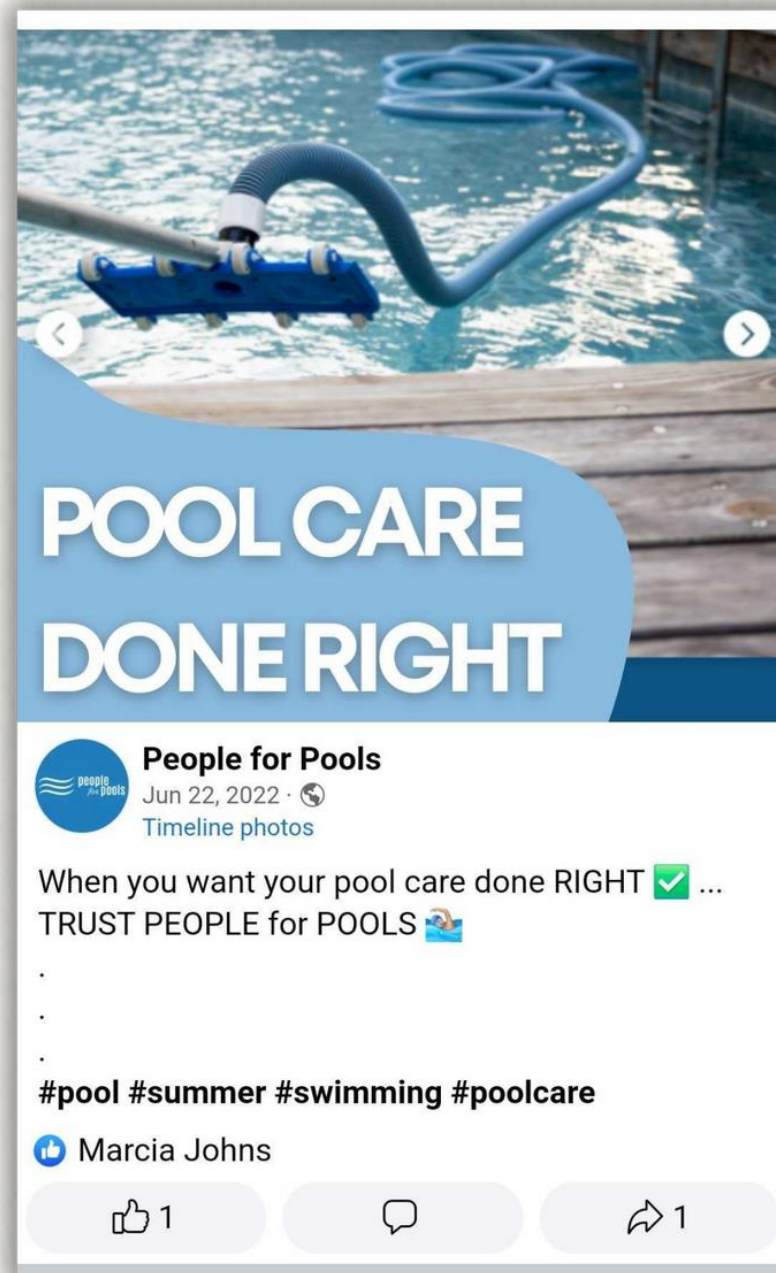
How to: Throw THE BEST POOL PARTY		
Ad ▼	Results ▼	Cost per result ▼
	98 Facebook leads	\$23.34 Per On-Facebook Leads
	161 Facebook leads	\$20.06 Per On-Facebook Leads
	46 Facebook leads	\$26.83 Per On-Facebook Leads
Results 1	305 On-Facebook Leads	\$22.13 Per On-Facebook Leads

Email
dave@merged.ca

People For Pools.

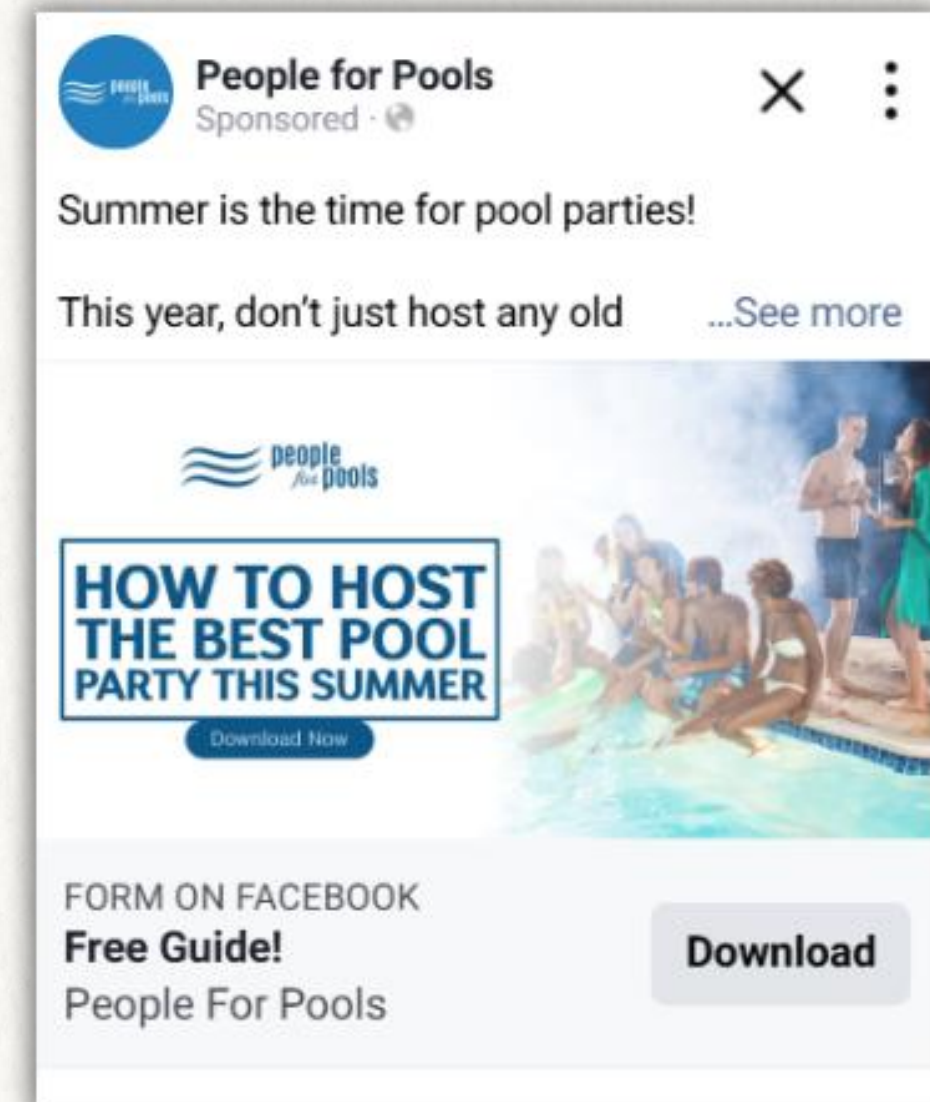
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How to: Throw THE BEST POOL PARTY		
Ad	Results	Cost per result
	98 Facebook leads	\$23.34 Per On-Facebook Leads
	161 Facebook leads	\$20.06 Per On-Facebook Leads
	46 Facebook leads	\$26.83 Per On-Facebook Leads
Results total	305 On-Facebook Leads	\$22.13 Per On-Facebook Leads



One “Like”

VS



305 real leads

People For Pools.

- To an audience of leads, you can promote:
 - Weekly newsletters
 - AI Consultations on a website
 - Unique discounts/offers



Do You Need a New Pool Cover?

A well-fitting, quality pool cover is essential for any pool. It ensures safety and cleanliness, making it a necessary part of responsible pool ownership.

Safety

The most important reason for using a safety pool cover is to prevent accidental drownings. A sturdy cover that securely fits over the pool prevents unsupervised access, providing peace of mind to pool owners.

Cleaner Water

A pool cover keeps debris like leaves, dirt, and insects out of the water. This reduces the time and effort needed for cleaning and maintenance. By keeping the pool clean, a cover also helps maintain the water quality, reducing the need for excessive chemical treatments.

When Should I Close My Pool?

While it is difficult to say exactly when you should close your pool, we have identified some factors you can use to influence your decision.

When you're done with pool season

Let's face it: August and September are very busy months. You may not have the time to sit by the pool or go for a swim. And, if you do have the time, you may be a bit tired of it after spending all summer poolside. We recommend closing your pool when you either do not have the time to spend by your pool or are too tired to do so.

When it is 16°C and lower

Did you know that algae, bacteria, and other microorganisms cannot grow in less than 16°C weather? That is why our experts recommend that you close your pool when the water temperature is consistently 16°C or lower. At this temperature, you don't have to worry about finding green water when you open your pool in the spring.

Book Your Pool Closing Today

PEOPLE for POOLS is proud to offer professional pool closing for clients across the Greater Toronto Area. Our professionals will close your pool quickly and correctly in a matter of a day, so you do not have to worry about burst pipes over the winter.

Don't wait! Give us a call today to inquire about our pool closing service! Our schedule is filling up fast.

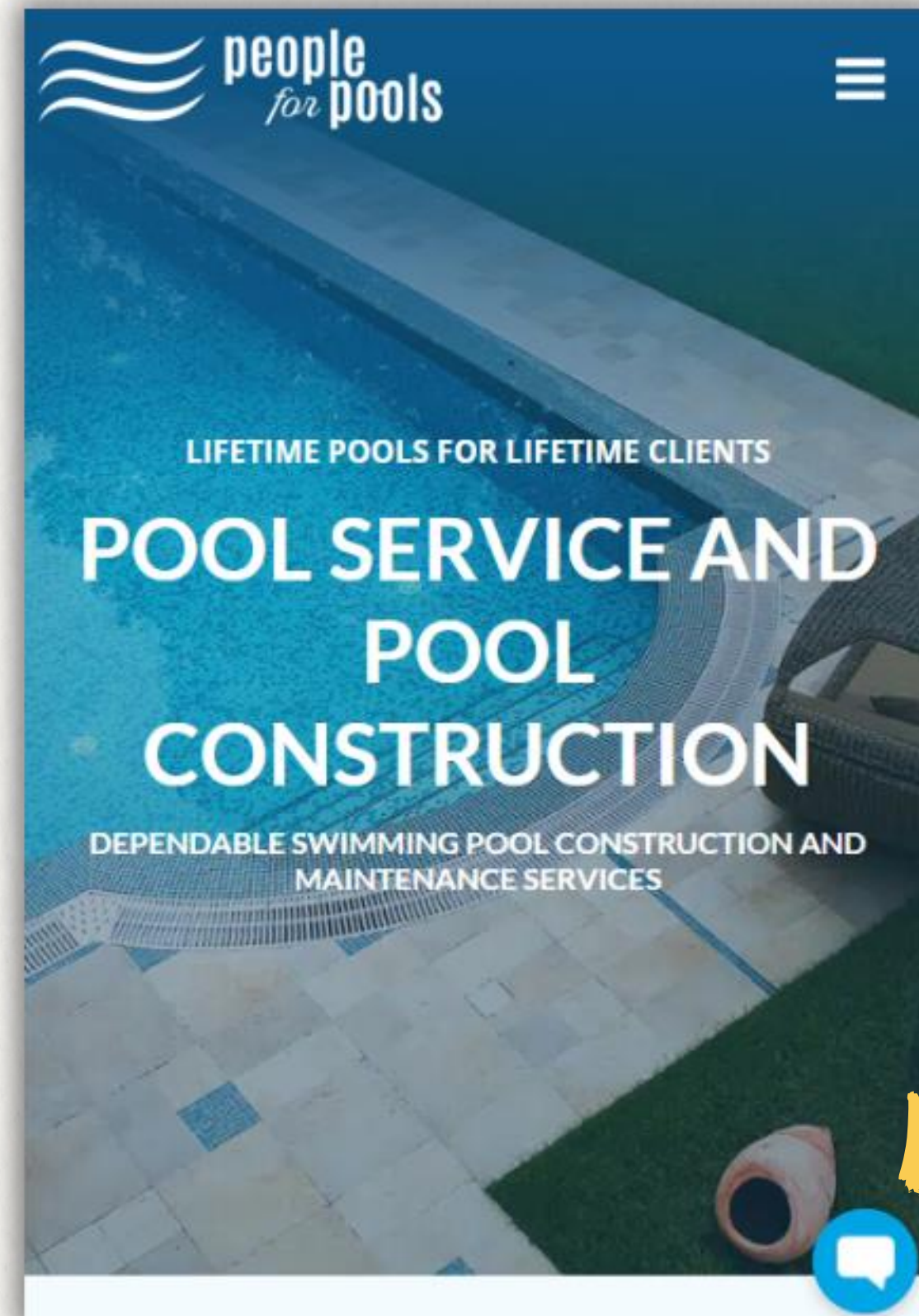
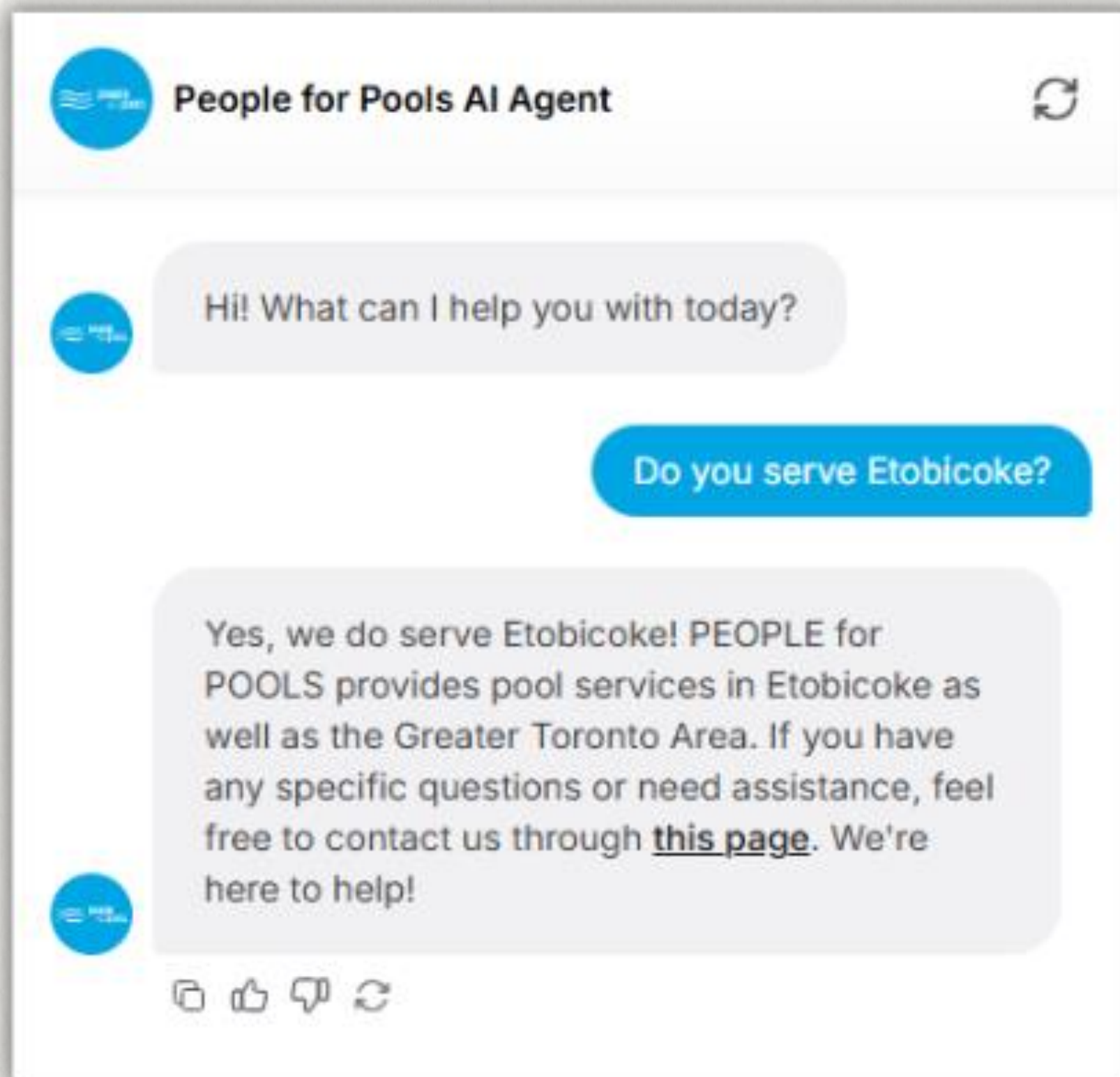
[LEARN MORE](#)

Dive into summer with our exclusive Summer Bundles, but hurry, these deals won't last past April 19th!

You can bundle and enjoy savings on your pool opening, maintenance, and closing. You can tailor your bundle to your needs; the more you book, the more you save.

Our Summer Bundles include:

Pool Opening + Pool Closing \$55 in Savings	\$1,025 + HST
Pool Opening + 12 Pool Maintenances + Pool Closing \$110 in Savings	\$2,050 + HST
Pool Opening + 16 Pool Maintenances + Pool Closing \$125 in Savings	\$2,395 + HST

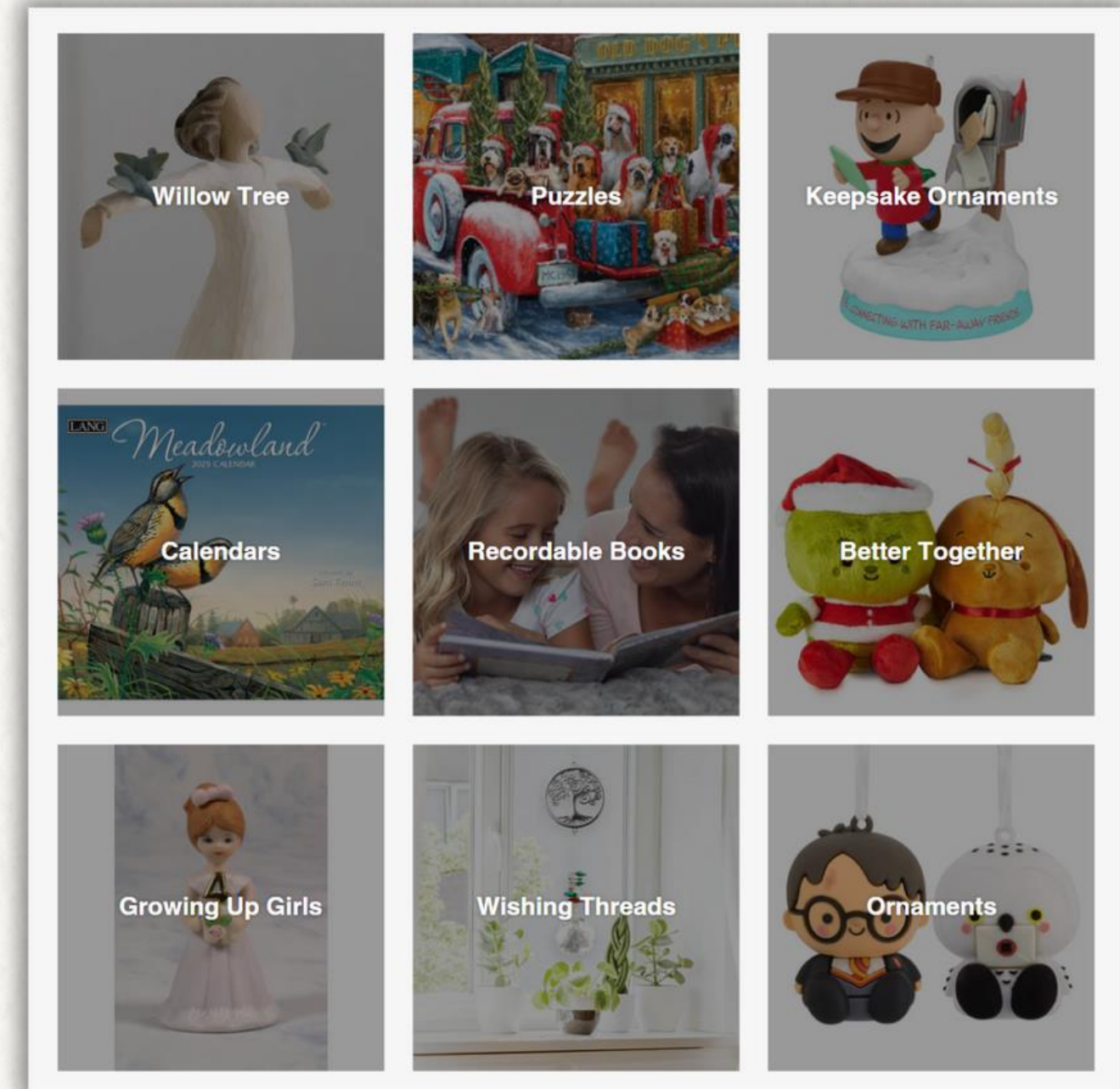


Hallmark at Timmins Square.

- You've heard of Hallmark.
- With the greeting card market cornered, a specific Hallmark location in Timmins was looking to grow the revenue generated by their E-Commerce Online Store.

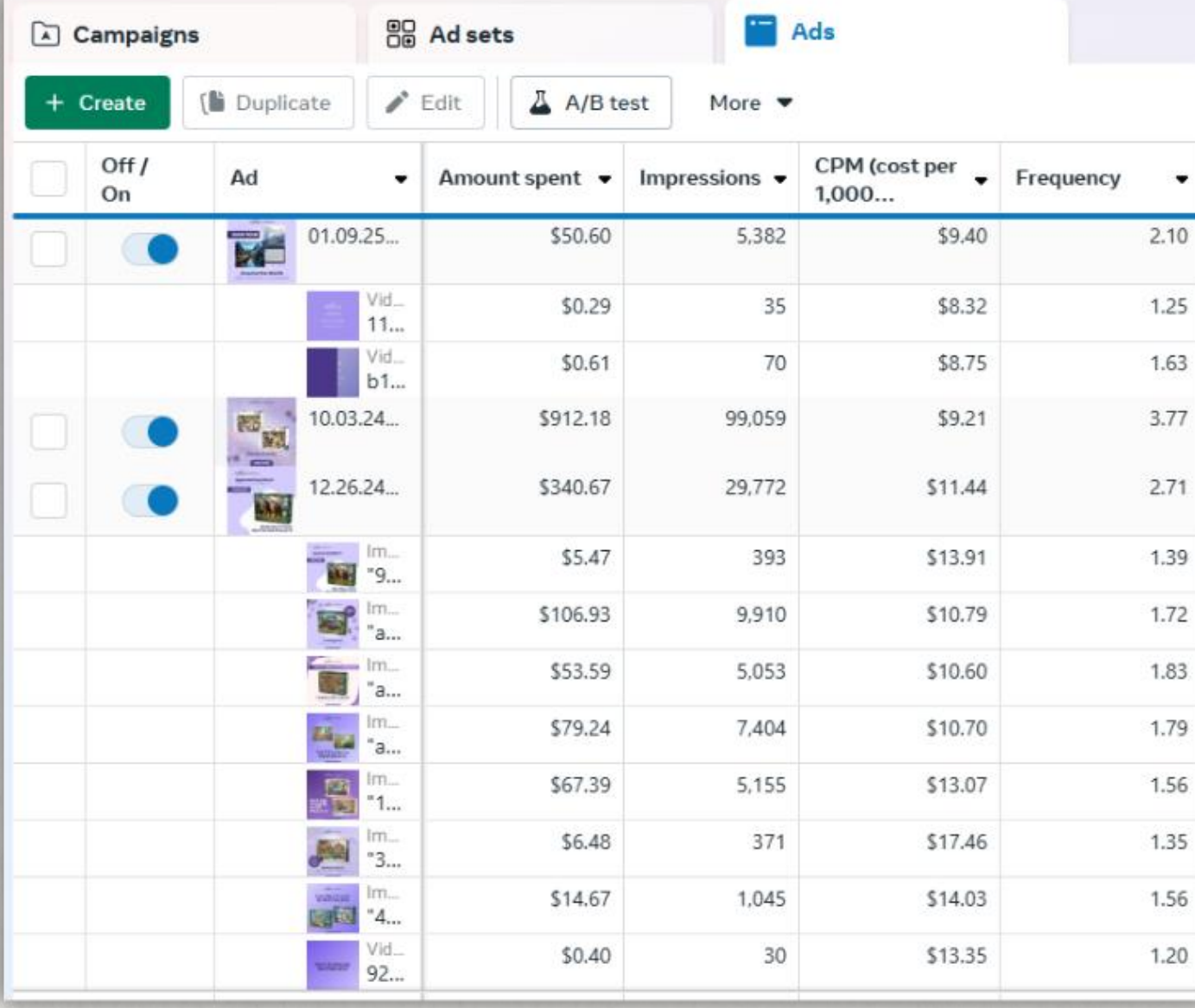
Hallmark

- Every E-Commerce store with more than a few products has the same **question**: which product do I promote?



Hallmark

- With paid media, there isn't a limit on how many unique products you can advertise (unlike “organic” posting).



The screenshot shows the Facebook Ads interface with the 'Ads' tab selected. The table displays the following data:

	Off / On	Ad	Amount spent	Impressions	CPM (cost per 1,000...)	Frequency
☐	☒	01.09.25...	\$50.60	5,382	\$9.40	2.10
		Vid... 11...	\$0.29	35	\$8.32	1.25
		Vid... b1...	\$0.61	70	\$8.75	1.63
☐	☒	10.03.24...	\$912.18	99,059	\$9.21	3.77
☐	☒	12.26.24...	\$340.67	29,772	\$11.44	2.71
		Im... "9...	\$5.47	393	\$13.91	1.39
		Im... "a...	\$106.93	9,910	\$10.79	1.72
		Im... "a...	\$53.59	5,053	\$10.60	1.83
		Im... "a...	\$79.24	7,404	\$10.70	1.79
		Im... "1...	\$67.39	5,155	\$13.07	1.56
		Im... "3...	\$6.48	371	\$17.46	1.35
		Im... "4...	\$14.67	1,045	\$14.03	1.56
		Vid... 92...	\$0.40	30	\$13.35	1.20

Hallmark Timmins
Sponsored · 🌐

Order a new "Growing Up Girls" figure to celebrate a special girl's coming-of-age and create a bond through the tradition.



Growing Up Girls
Blonde A

SHOP NOW

gifting-online.ca
Growing Up Girls Birthday Collectibles

Hallmark Timmins
Sponsored · 🌐

Missing the magic of Disney in your life? 🏰 ✨ Our Lilo & Stitch collection features whimsical designs perfect for fans of all ages. ...See more



Lilo & Stitch
BETTER TOGETHER MAGNETIC PLUSH

SHOP NOW

gifting-online.ca
Ohana Means Family—Shop Lilo & Stitch Now!

Shop now

Hallmark Timmins
Sponsored · 🌐

👻 Ready for a spooktacular Halloween? Our collection has everything you need to celebrate in style! 🎃 ...See more



SNOOPY THE VAMPIRE BEAGLE
PLUSH WITH SOUND AND MOTION

SHOP NOW

gifting-online.ca
Spook-tacular Deals for Halloween!

Shop now

Shipping
Over \$95!

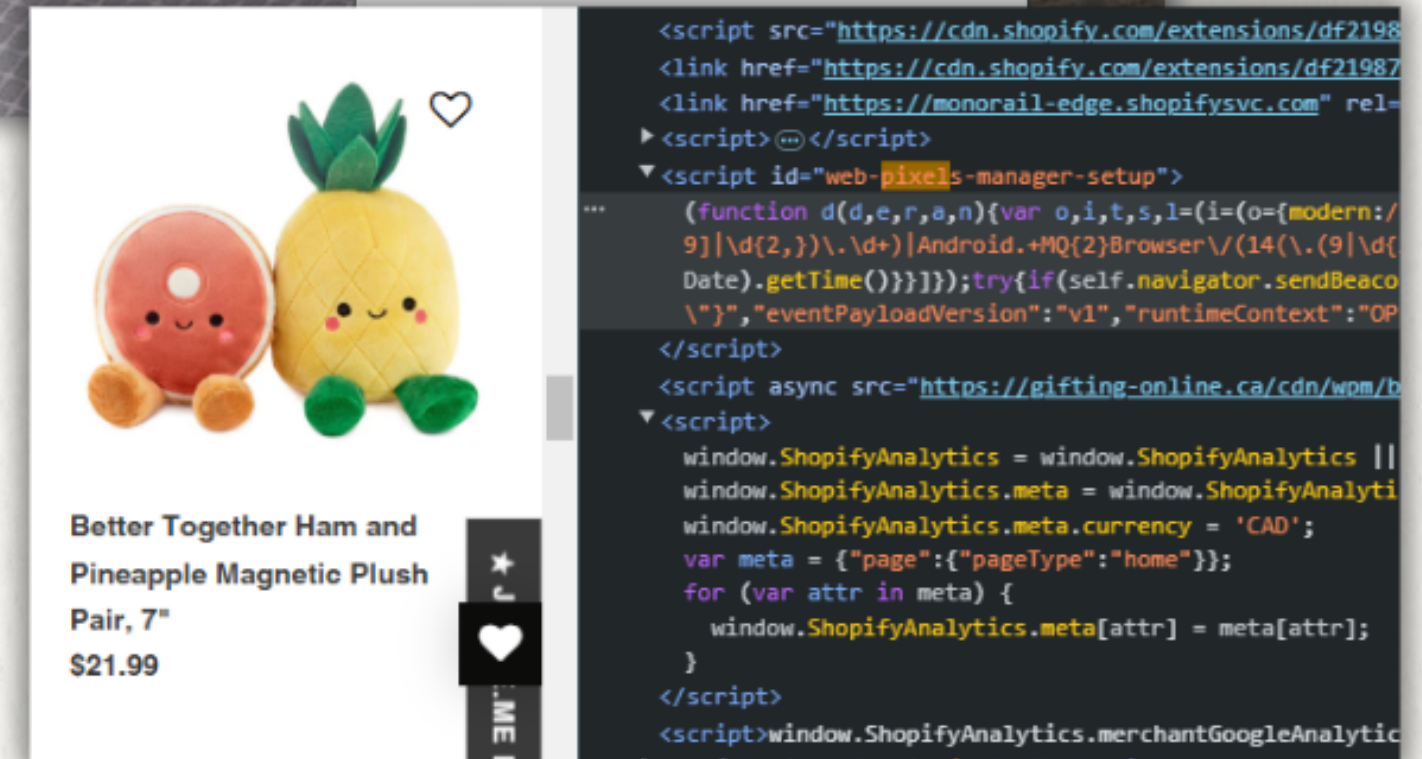
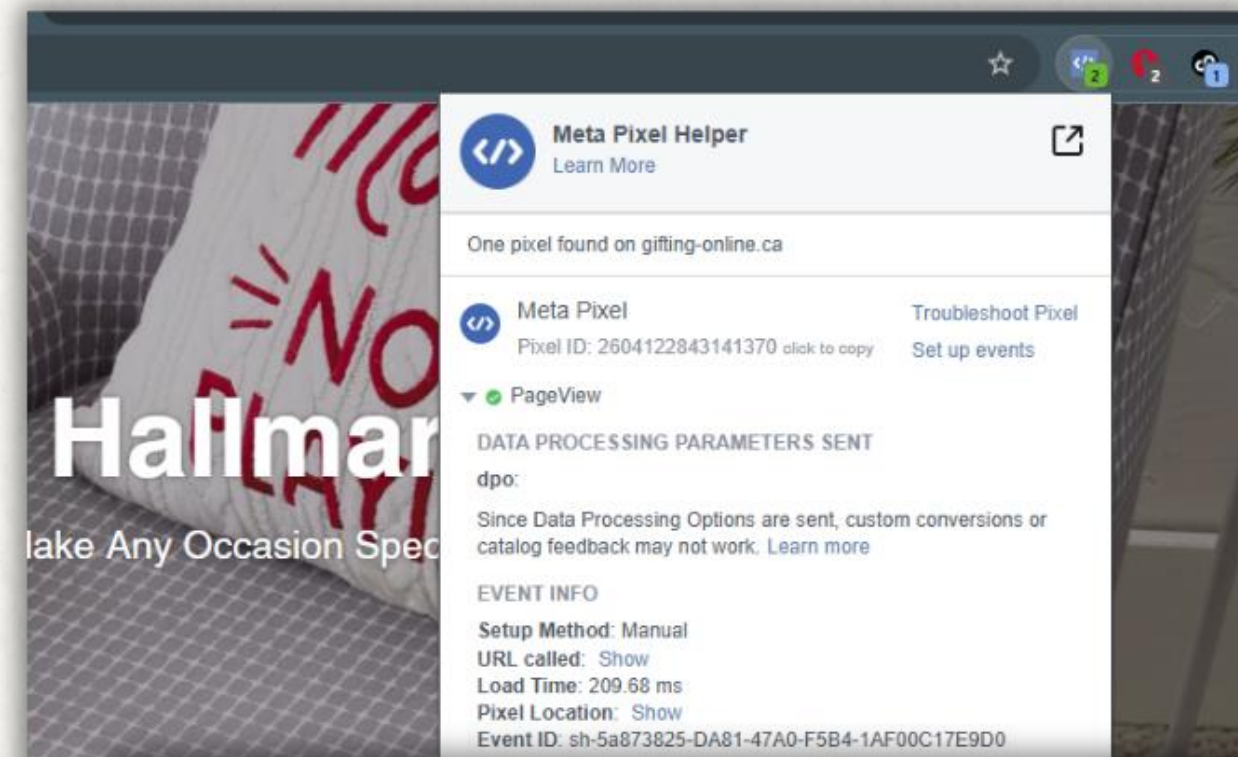


SHOP NOW!

Get 1 FREE!

Hallmark

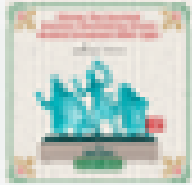
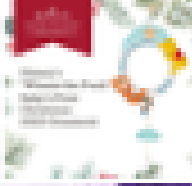
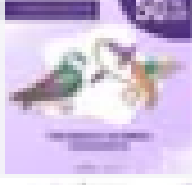
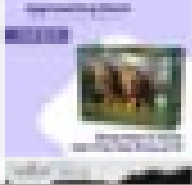
- With tracking code installed on the website, you can “follow” users and see which users buy which specific products.



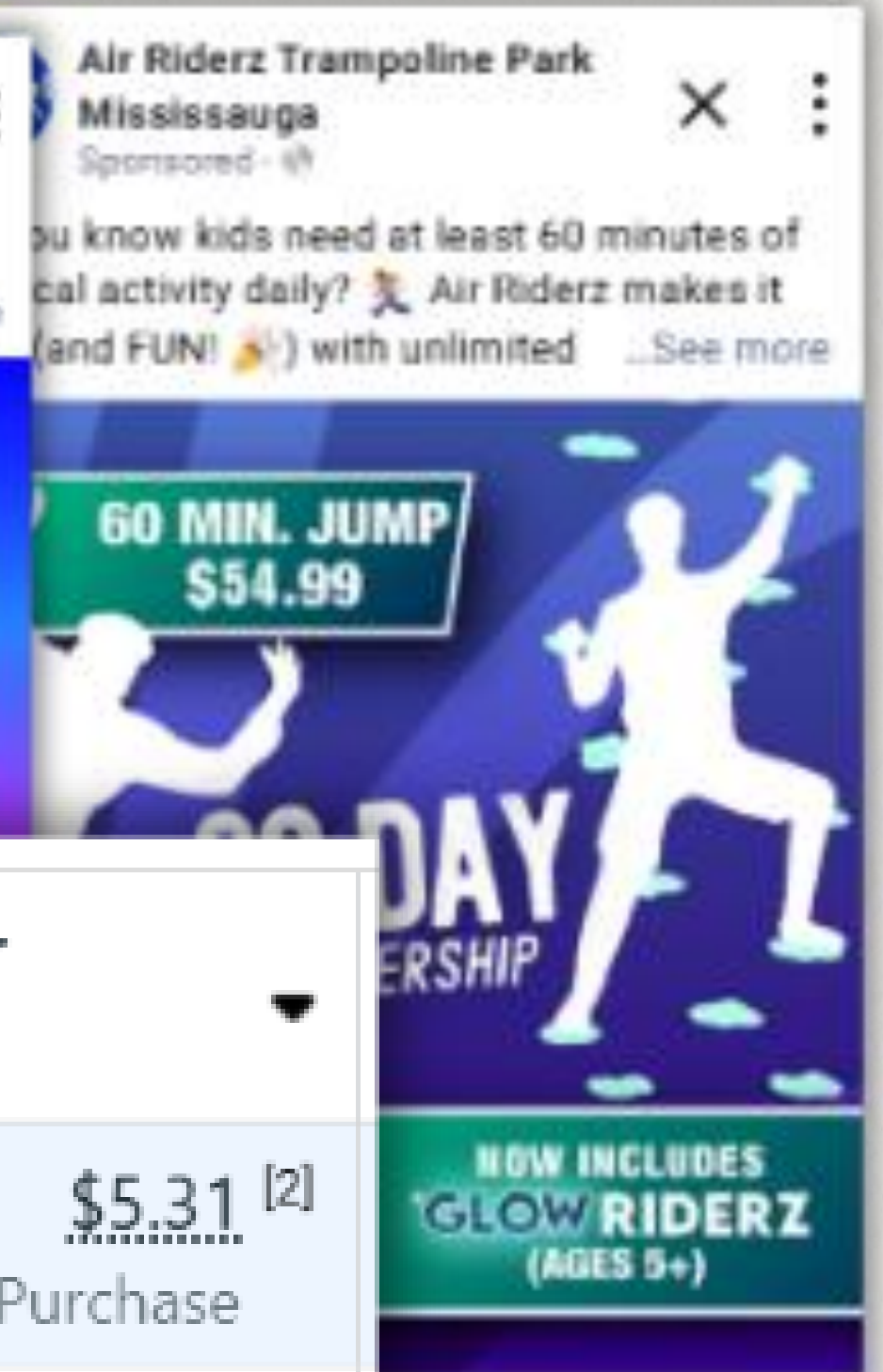
Hallmark

- With that code, you can track how much is spent on each product ad and how much **revenue** is generated by each product ad.

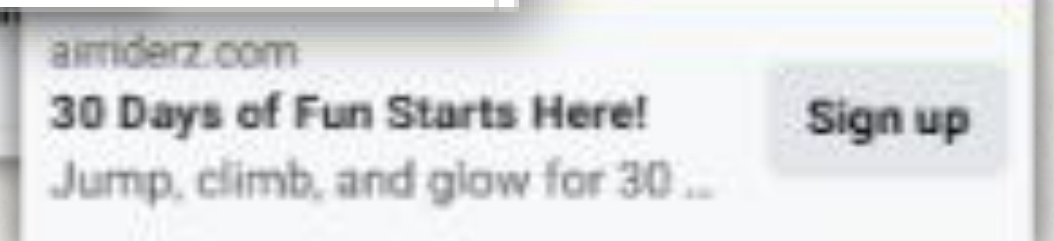
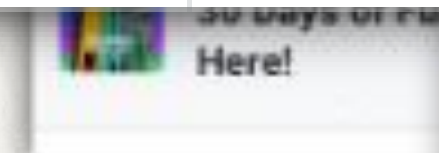
Ad ▼	Amount spent ▼	Purchases conversion... ▼	Purchase ROAS... ▼
 11.24....	\$103.49	\$2,280.38 [2]	22.03 [2]
 12.26....	\$153.32	\$1,951.24 [2]	12.73 [2]
 07.20....	\$701.05	\$5,145.38 [2]	7.34 [2]
 12.26....	\$341.06	\$2,398.57 [2]	7.03 [2]
 9.18.2....	\$307.50	\$2,018.04 [2]	6.56 [2]
 12.26....	\$341.55	\$2,085.76 [2]	6.11 [2]
 07.02....	\$482.39	\$2,791.55 [2]	5.79
 12.26....	\$193.13	\$1,093.55 [2]	5.66 [2]
 [Dyna...	\$601.13	\$3,025.77 [2]	5.03 [2]
 [Dyna...	\$757.62	\$3,809.40 [2]	5.03 [2]

Ad ▼		Amount spent ▼	Purchases conversion... ▼	Purchase ROAS... ▼
	11.24....	\$103.49	\$2,280.38 ²	22.03 ²
	12.26...	\$153.32	\$1,951.24 ²	12.73 ²
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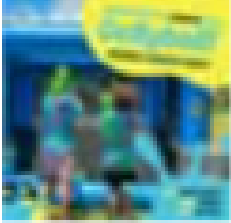
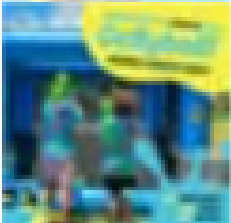
Trampoline Park in Mississauga



Ad set	Results	Cost per result
30 Day Pass - Mississauga - ... [Bar chart icon] [Pencil icon] [Duplicate icon] [Share icon] [More icon]	28 [2] Website purchases	\$5.31 [2] Per Purchase



“GellyBall” Dealers

Ad	Results	Cost per result
 MM - ...	155 Facebook leads	\$4.48 Per On-Facebook Le...
 MM - ...	199 Facebook leads	\$5.20 Per On-Facebook Le...
Results from 2 ad:	354 On-Facebook Leads	\$4.88 Per On-Facebook Le...


GellyBall Canada
 Sponsored ·

Canadian recreation business owners –
 GellyBall is here!
 Keep your customers entertained [...See more](#)

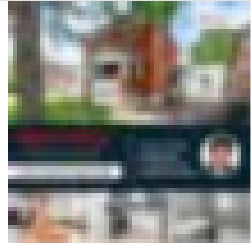
START OR EXPAND YOUR BUSINESS WITH

Gellyball!



MOBILE & FIXED LOCATIONS AVAILABLE IN CANADA!

Real Estate in Guelph

Ad	Results	Cost per result
 MM - 10.13....   	 59 Facebook leads	\$4.65 Per On-Facebook Leads

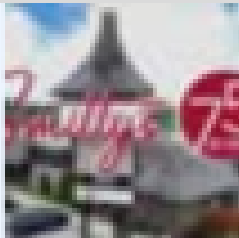
 irene.szabo
Sponsored

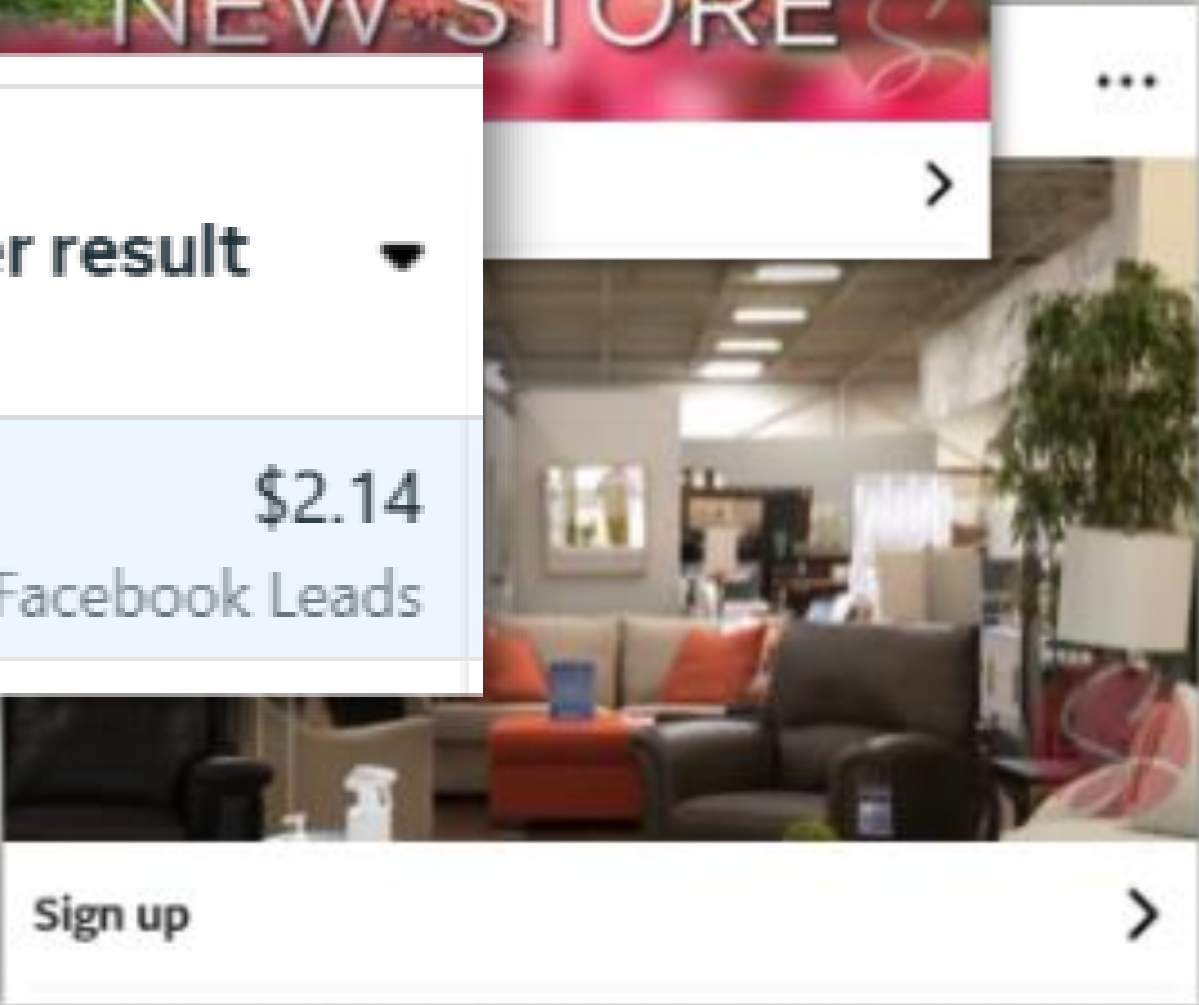


ne Szabo
830-5497
eszabo.com
oshomerealty.co



Furniture Store Mailing List Subscribers

Ad ▾		Results ▾	Cost per result ▾
	New Store Opening ... [Analytics] [Edit] [Duplicate] [More]	 644 Facebook leads	\$2.14 Per On-Facebook Leads



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a copy of these slides.



Get to know me.