

Case Study: Breakdown Of An Affiliate Marketing Funnel Using Facebook Ads That Generated \$60,737.78 In Sales In A Single Month

Important Note: This sales funnel ran in March 2016. This ad has been exhausted, so if you were to “swipe” this and run it as is today, you would be wasting your money.

The following is an example of an affiliate funnel I set up in April 2016 that was a major success. The funnel is very simple and consists solely of a Facebook Ad and a pre-sell page, sending traffic to the Fat Diminisher VSL, that I was promoting as an affiliate.

In March 2016, Fat Diminisher was the top ranking product on the Clickbank marketplace.

Facebook Ad (Clicks per impressions 7.56% - Cost Per Click \$0.08)

The success of this funnel relied on the high click through rate our Facebook ad achieved, resulting in a very low cost per click.

The high click-through rate was achieved through split testing around 30 different images to see what worked best. I found that “amateur looking” illustrations achieved the highest click-through rate. Generally speaking, the more polished and professional the image looked, the lower click-through rate was.

The ad targeted Women in the US on mobile devices between the ages of 35-65.

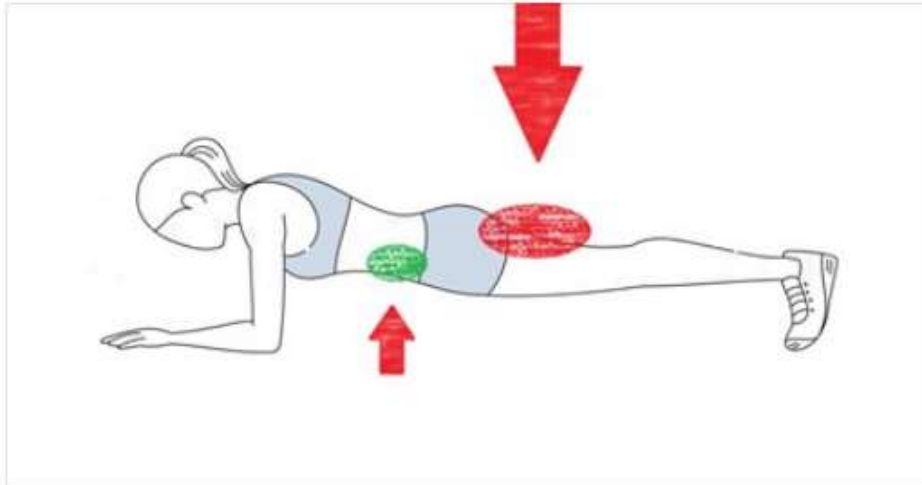
Here’s the ad itself:



Healthy, Happy & Fit

8 March at 09:05 · 🌐

Do you use any metabolism boosting tricks?
This one has been working pretty well for us.
Click the image below to see what we did.



The "Metabolism Jumpstart"?

HEALTHYHAPPYANDFIT.COM

Learn More

308,511 people reached



Boost Post

👍 Like

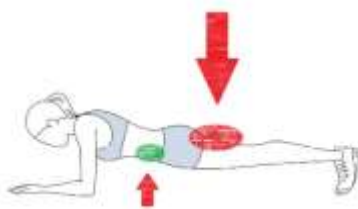
💬 Comment

➦ Share



After clicking the ad, the prospect would be taken to the pre-sell page.

Pre-Sell Page (21.01% click through rate)



The "Metabolism Jumpstart"?

Celebrity trainer Wes Virgin is revealing how he helped 45 year old Mom, Patricia Wron, to lose over 38lbs in a few short weeks, after she was pre-diagnosed with heart disease as a result of her weight.

So how did she do it? It WASN'T by cranking up the cardio and starving herself on some calorie restricted diet.

A large part of it had to do with her cutting out 2 vegetables - that she thought were healthy - which were giving her serious thyroid problems (*that she didn't even know about*) and grinding her metabolism to a halt.

To watch the presentation where Wes will share his nutritional discoveries with you, just click the "Watch Now" button below:

"Watch Now"

Linked to the March 2016 Fat Diminisher VSL video.

Traffic sent to the VSL generated a total of \$1.10 per visitor.

Funnel Breakdown

Facebook ad average cost per click: \$0.08

Pre-sell page click through rate: 21.01%

Cost per visitor to VSL: \$0.36

Sales per visitor to VSL: \$1.10

Total Return On Investment: $(\$1.10 - \$0.36) / \$0.36 = 202.56\%$