

Tab 1

Relevant documents:

- Ads testing:
 -  FACEBOOK ADS ROADMAP
- Avatar research:
 -  Eczema Bar Soap Research
- WWP for Full-Ads
 - [FB AD #1 | Campaign #1 | BCSC](#)
 - [FB AD #2 | Campaign #2 | BCSC](#)
 - [FB AD #3 | Campagin #3 | BCSC](#)
 - [FB AD #4 | Round 5 | BCSC](#)

TESTING PHASE

Ads Overview

Industry Average

Beauty & Fitness: 1.02%

The average click-through rate for Facebook ads across all industries is 0.90%.

WordStream says the average CPC for Facebook ads across all industries is \$1.68

WINNER CRITERIA

1. CPC < \$.50
2. CTR > 4%

Test 10 variations

Each variation 400-500 impressions max

1. Testing the pain/desire statement

Ads Settings

- Individul AD
 -

Results - 10 variations

Pains

1. “I hate the way my crow’s feet look”

- a. Impressions: 432
- b. CTR: 1.62%
- c. CTR (Link CTR): 1.16%
- d. CPC: \$0.51
- e. CPM: \$5.93

2. “My arms are always itchy after I shower.”

- a. Impressions: 629
- b. CTR: 5.41%
- c. CTR (Link CTR): 5.09%
- d. CPC: \$0.23
- e. CPM: \$11.56

3. “I suffer from serious eczema.”

- a. Impressions: 667
- b. CTR: 5.70%
- c. CTR (Link CTR): 5.25%
- d. CPC: \$0.23
- e. CPM: \$12.23

4. “I hate the way my crepey skin looks.”

- a. Impressions: 574
- b. CTR: 6.97%

- c. CTR (Link CTR): 6.10%
 - d. CPC: \$0.28
 - e. CPM: \$17.07
- 5. “I hate the way my dull skin looks.”**
- a. Impressions: 339
 - b. CTR: 1.17%
 - c. CTR (Link CTR): 1.17%
 - d. CPC: \$0.36
 - e. CPM: \$4.18
- 6. “I don’t feel like my skin looks good for my age.”**
- a. Impressions: 804
 - b. CTR: 1.12%
 - c. CTR (Link CTR): 1.12%
 - d. CPC: \$0.44
 - e. CPM: \$4.93
- 7. “I hate how normal soap dries out my skin”**
- a. Impressions: 762
 - b. CTR: 3.67%
 - c. CTR (Link CTR): 3.28%
 - d. CPC: \$0.30
 - e. CPM: \$9.99
- 8. “I suffer from really sensitive skin”**
- a. Impressions: 382
 - b. CTR: 0.52%
 - c. CTR (Link CTR): 0.52%
 - d. CPC: \$0.47
 - e. CPM: \$2.43
- 9. “Every soap I use leaves yucky residue.”**
- a. Impressions: 428
 - b. CTR: 0.93%
 - c. CTR (Link CTR): 0.93%
 - d. CPC: \$0.45
 - e. CPM: \$4.21
- 10. “My skin looks so wrinkly.”**
- a. Impressions: 455
 - b. CTR: 4.62%
 - c. CTR (Link CTR): 4.84%
 - d. CPC: \$0.13
 - e. CPM: \$6.15

Desires

- 1. “I want to get rid of my crow’s feet.”**
- a. Impressions: 608
 - b. CTR: 5.59%
 - c. CTR (link): 4.61%
 - d. CPC: \$0.31
- 2. “I want soap that doesn’t worsen my eczema.”**
- a. Impressions: 707
 - b. CTR: 3.82%
 - c. CTR (Link CTR): 3.11%
 - d. CPC: \$0.31
 - e. CPM: \$9.65
- 3. “I wish my skin was smooth and glossy.”**
- a. Impressions: 418
 - b. CTR: 3.83%
 - c. CTR (Link CTR): 3.59%
 - d. CPC: \$0.22
 - e. CPM: \$7.80
- 4. “I just want dewy, glowing skin.”**
- a. Impressions: 408
 - b. CTR: 1.23%
 - c. CTR (Link CTR): 1.47%
 - d. CPC: \$0.22
 - e. CPM: \$3.28
- 5. “I just want skincare products I can trust.”**
- a. Impressions: 393
 - b. CTR: 0.25%
 - c. CTR (Link CTR): 0.25%
 - d. CPC: \$0.83

- e. CPM: \$2.11
- 6. “I wish I could feel confident about my skin”
 - a. Impressions: 288
 - b. CTR: 1.04%
 - c. CTR (Link CTR): 1.04%
 - d. CPC: \$0.37
 - e. CPM: \$3.82
- 7. “I want a bar soap that leaves my skin soft”
 - a. Impressions: 634
 - b. CTR: 2.21%
 - c. CTR (Link CTR): 2.21%
 - d. CPC: \$0.19
 - e. CPM: \$4.15
- 8. “I want a bar soap with a creamy lather.”
 - a. Impressions: 392
 - b. CTR: 6.63%
 - c. CTR (Link CTR): 5.10%
 - d. CPC: \$0.22
 - e. CPM: \$11.22
- 9. “I just want a soap that doesn’t irritate my skin”
 - a. Impressions: 437
 - b. CTR: 2.52%
 - c. CTR (Link CTR): 2.06%
 - d. CPC: \$0.34
 - e. CPM: \$7.07
- 10. “I wish they had bar soaps that were gentle on sensitive skin”
 - a. Impressions: 573
 - b. CTR: 1.57%
 - c. CTR (Link CTR): 1.40%
 - d. CPC: \$0.34
 - e. CPM: \$4.73

Winners - 3 different desires/pains

- “My arms are always itchy after I shower.”
- “I suffer from serious eczema.”
- “I want a bar soap with a creamy lather.”
- “I hate the way my crepey skin looks.”
- “I want to get rid of my crow’s feet.”
- “My skin looks so wrinkly.”
-

2. Testing the different hooks/fascinations

If you want a creamy lather every shower, this soap is for you.

Metrics being tracked:

- a) Impressions:
- b) CTR:
- c) CTR (Link CTR):
- d) CPC:
- e) CPM:
- 2) Impressions:
- 3) CTR:
- 4) CTR (Link CTR):
- 5) CPC:

Eczema Only Fascinations

1. The only bar soap that soothes eczema
2. The only bar soap that doesn't leave your skin itchy
3. The best bar soap for eczema.
4. Why your arms are itchy after you shower:
5. Soothe eczema every shower with this new bar soap.
6. WARNING! If you have eczema, we've just created your holy grail.

- 7. FINALLY! A bar soap that doesn't make my skin itch...
- 8. Here's why your soap is making your skin so itchy
- 9. The easiest way to relieve eczema
- 10. The fastest way to cure your itchy skin

Old People Problems

- 1) How to diminish wrinkly skin in the shower
 - a) Impressions: 539
 - b) CTR: 3.53%
 - c) CTR (Link CTR): 3.53%
 - d) CPC: \$0.26
 - e) CPM:
 - 2) How to turn your wrinkles into fine lines
 - a) Impressions: 614
 - b) CTR: 4.07%
 - c) CTR (Link CTR): 3.91%
 - d) CPC: \$0.31
 - 3) The best way to diminish crepey-looking skin ✓
 - a) Impressions: 614
 - b) CTR: 6.67%
 - c) CTR (Link CTR): 6.45%
 - d) CPC: \$0.17
 - 4) The easiest way to reduce the crepey look of your skin ✓
 - a) Impressions: 614
 - b) CTR: 10.90%
 - c) CTR (Link CTR): 9.05%
 - d) CPC: \$0.14
 - 5) The fastest way to smoothen wrinkly skin ✓
 - a) Impressions: 397
 - b) CTR: 8.31%
 - c) CTR (Link CTR): 8.06%
 - d) CPC: \$0.16
 - 6) The easiest way to lose your crow's feet - This ad cost me \$70
 - a) Impressions: 2,570
 - b) CTR: 0.66%
 - c) CTR (Link CTR): 0.66%
 - d) CPC: \$3.74
-

Eczema People Problems

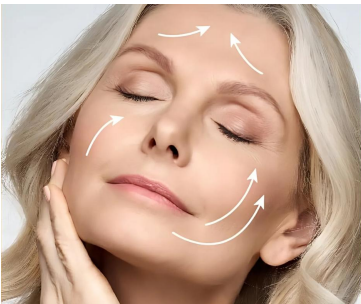
- 1) The only bar soap that soothes eczema ✓
 - a) Impressions: 749
 - b) CTR: 4.94%
 - c) CTR (Link CTR): 4.54%
 - d) CPC: \$0.17
- 2) The best way to soothe eczema
 - a) Impressions: 497
 - b) CTR: 3.82%
 - c) CTR (Link CTR): 3.62
 - d) CPC: \$0.28
- 3) FINALLY! A bar soap that doesn't make my skin itch... ✓
 - a) Impressions: 419
 - b) CTR: 5.73%
 - c) CTR (Link CTR): 5.25%
 - d) CPC: \$0.20
- 4) This is why your skin is so itchy after every shower ✓
 - a) Impressions: 1,350
 - b) CTR: 5.93%
 - c) CTR (Link CTR): 5.41%
 - d) CPC: \$0.19
- 5) The fastest way to cure your itchy skin ✓
 - a) Impressions: 255
 - b) CTR: 4.51%
 - c) CTR (Link CTR): 4.51%
 - d) CPC: \$0.21
- 6) The easiest way to treat eczema

- a) Impressions: 2,205
- b) CTR: 0.82%
- c) CTR (Link CTR): 0.68%
- d) CPC: \$3.50

3. Testing the media/images



- 1)
- a) Impressions: 361
 - b) CTR: 3.32%
 - c) CTR (Link CTR): 2.22%
 - d) CPC: \$0.38



- 2)
- a) Impressions: 340
 - b) CTR: 0.29%
 - c) CTR (Link CTR): 0.29%
 - d) CPC: \$3.86



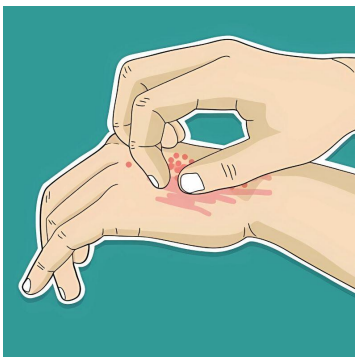
- 3)
- a) Impressions: 369
 - b) CTR:
 - c) CTR (Link CTR): 1.90%
 - d) CPC: \$0.47



- 4)
- a) Impressions:
 - b) CTR:
 - c) CTR (Link CTR):
 - d) CPC:



- 5)
- a) Impressions:
 - b) CTR:
 - c) CTR (Link CTR):
 - d) CPC:



6)

- a) Impressions:
- b) CTR:
- c) CTR (Link CTR):
- d) CPC:



7)

- a) Impressions:
- b) CTR:
- c) CTR (Link CTR):
- d) CPC:



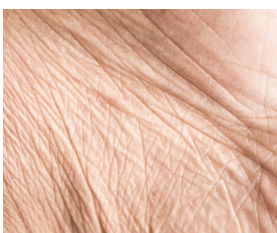
8)

- a) Impressions:
- b) CTR:
- c) CTR (Link CTR):
- d) CPC:



9)

- a) Impressions: 490
- b) CTR: 2.43%
- c) CTR (Link CTR): 2.02%
- d) CPC: \$0.31



10)

- a) Impressions:
- b) CTR:
- c) CTR (Link CTR):
- d) CPC:

4. Testing the body copy

Get the winning pain/desire that I'm testing with and use that as the creative for all the ADs. Then creative 10 different kinds of body copy text modeling the top players and high-converting FB Ads. Test them and use the pains/desire that I've already proven to influence the core points in my hooks + copy.

5. Test variations for a winner

Moving onto the AD Creation Phase

My Plan for AD #1 based on my research

- The pain/desire I’m targeting in my market
 - I’m going to target people dealing with eczema and itchiness
- The angle I’m going to provide my mechanism from
 - An organically formulated soap that moisturizes all skin types
- The product I’m going to promote
 - Oatmeal Milk & Honey Goat’s Milk Bar Soap

Results for my first full-AD testing round

☐	Off / On	Ad	Impressions	Cost per result	Conversion rate ranking Ad relevance ...	Amount spent	Ends	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on ad...	CPM (cost per 1,000 impressions)	Link clicks	Instagram profile visits	CPC (cost per link click)	CTR (link click-through rate)
☐	☒	 Creative Test #1	7	\$0.34 Per Link Click	—	\$0.34	Ongoing	—	—	\$1.99	1	—	\$0.34	0.58%
☐	☒	 Creative Test #3	5	\$0.37 Per Link Click	—	\$2.95	Ongoing	—	—	\$5.89	8	1	\$0.37	1.60%
☐	☒	 Creative Test #4	7	\$1.33 Per Link Click	—	\$1.33	Ongoing	—	—	\$4.87	1	—	\$1.33	0.37%
☐	☒	 Creative Test #2	3	— Per Link Click	—	\$0.24	Ongoing	—	—	\$1.39	—	—	—	—
Results from 4 ads 			5	\$0.49 Per Link Click		\$4.86 Total spent		— Average	— Average	\$4.35 Per 1,000 Impressions	10 Total	—	\$0.49 Per Action	0.89% Per Impressions

Round #2

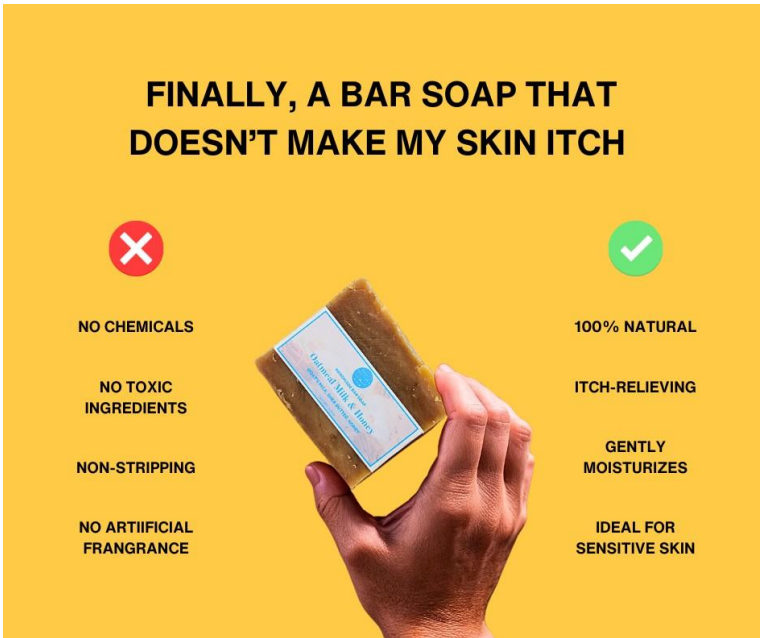
☐	Off / On	Ad	Amount spent	CTR (link click-through rate)	CPC (cost per link click)	Reach	Impressions	Cost per result	Cost per add to cart	Cost per checkout initiated
☐	☒	 Beekman Model View charts Edit Duplicate Compare ...	\$7.72	1.74%	\$0.48	880	921	\$0.48 Per Link Click	—	—
☐	☒	 Beekman Model - Copy	\$2.91	0.83%	\$0.73	431	480	\$0.73 Per Link Click	—	—
☐	☒	 Bend Soap Co Model	\$2.14	1.53%	\$0.27	463	523	\$0.27 Per Link Click	—	—
☐	☒	 Bend Soap Co Model #2	\$7.40	3.17%	\$0.28	783	819	\$0.28 Per Link Click	—	—
Results from 4 ads 			\$20.17 Total spent	1.97% Per Impressions	\$0.37 Per Action	2,472 Accounts Center acco...	2,743 Total	\$0.37 Per Link Click	— Per Action	— Per Action

Round #3

☐	Off / On	Ad	t spent	CTR (all)	CTR (link click-through rate)	CPC (cost per link click)	Reach	Impressions	Cost per result	Cost per add to cart	Cost per checkout initiated
☐	☒	 Beekman Model View charts Edit Duplicate Compare ...	\$7.76	2.92%	1.73%	\$0.49	885	926	\$0.49 Per Link Click	—	—
☐	☒	 Beekman Model - Copy	\$2.91	1.04%	0.83%	\$0.73	431	480	\$0.73 Per Link Click	—	—
☐	☒	 Bend Soap Co Model	\$2.14	2.49%	1.53%	\$0.27	463	523	\$0.27 Per Link Click	—	—
☒	☒	 Bend Soap Co Model #2 Unpublished edits	\$7.40	4.76%	3.17%	\$0.28	783	819	\$0.28 Per Link Click	—	—
Results from 4 ads 			\$20.21 Total spent	3.06% Per Impressions	1.97% Per Impressions	\$0.37 Per Action	2,477 Accounts Center acco...	2,748 Total	\$0.37 Per Link Click	— Per Action	— Per Action

- WWP For these ADs: [FB AD #1 | Campaign #1 | BCSC](#)
- Niche/Avatar Research: [Eczema Bar Soap Research](#)

Winner:



CTR: 4.76%
CPC: \$0.28

Round #3

☐	Off / On	Ad	t spent	CTR (all)	CTR (link click-through rate)	CPC (cost per link click)	Reach	Impressions	Cost per result	Cost per add to cart	Cost per checkout initiated
☐	☐	 Bend Soap Co Model - Copy View charts Edit Duplicate Compare ...	\$4.65	3.81%	1.75%	\$0.42	583	630	\$0.42 Per Link Click	—	—
☐	☐	 Bend Soap Co Model	\$4.74	4.18%	2.36%	\$0.36	525	550	\$0.36 Per Link Click	—	—
☒	☒	 Bend Soap Co Model #2 - Different Creative	\$4.76	4.12%	1.90%	\$0.40	606	631	\$0.40 Per Link Click	—	—
☐	☐	 Bend Soap Co Model #2 - Different Body Copy	\$0.26	0.53%	—	—	298	380	— Per Link Click	—	—
☐	☐	 Bend Soap Co Model #2 - Original	\$5.77	2.53%	1.76%	\$0.36	869	909	\$0.36 Per Link Click	—	—
Results from 5 ads ⓘ			\$20.18 Total spent	3.16% Per Impressions	1.68% Per Impressions	\$0.39 Per Action	2,783 Accounts Center acco...	3,100 Total	\$0.39 Per Link Click	— Per Action	— Per Action

Winners

FINALLY, A BAR SOAP THAT DOESN'T MAKE MY SKIN ITCH

✓

CLINICALLY PROVEN

✓

100% NATURAL

✓

GENTLY MOISTURIZES

✓

ITCH RELIEVING

✓

IDEAL FOR SENSITIVE SKIN

Tired of the itchy skin after every shower? 🙄

Get instant relief and soothe your skin with an all-natural Oatmeal Milk & Honey Soap!

Ditch the dryness and unbearable scratching with a soap that nourishes your skin without irritation.

Unlike other soaps, we’ve handcrafted this bar to lather up with ease, gently enriching your skin with the vitamins it craves.

A handmade, natural soap you and your family can feel good about using.

★★★★★

“I love that her soaps are handmade with high-quality ingredients I can feel good about using on my skin” - Dixie

Resources Used

15/01/2018

ALL PREVIOUS ADS	FUNNEL	Bar Soap Copy	Internal Docs	Resources	
☰ AD Campaign...	📄 Full Funnel F...	Cranberry Prosecco ☰ Week #8 Re...	☰ BCSC Info 🔒	📁 🌶️ Tony's Swi...	📄 E-BOOST_De...
☰ AD Campaign...	📄 80% of Ecom...	☰ Bar Soap Res...	📁 BCSC 🚢	📁 💙 FB ADS (S...	☰ TRW FASCIN...
☰ AIKIDO COPY ...	📄 DCSFrontEnd...	Sun Shower ☰ Week #9 Re...	Customer Avatar BCSC	📁 The Copy Col...	📄 Copy_Into_C...
☰ Copy Aikido ...	📄 Funnel Buildi...	Amish Quilt ☰ WEEK #8 Re...	BCSC Avatar (online) 🚢	📁 E-commerce	📄 How To Get A...
☰ FB AD OODA ...		Coffee & Cocoa ☰ Week #8 Re... Coffee Bar Soap Email Promo	BCSC Brand 🚢	📁 Resources	📄 Urgency.docx
☰ Sugar Scrub ...		Autumn Pumpkin ☰ Week #7 Re... ☰ Autumn Pum...		☰ Notes 📝	📄 Store Setup ...
☰ TRW FB AD R...				📄 (4) Ad Scalin...	☰ Mega Hook Li...
☰ Cpt. Luke Fu...				☰ [Lead Magnet...	📄 The New Sec...
☰ FB AD Testin...				☰ Ad Campaign...	📄 Identity.png
				📁 AI 🤖	📁 Swipe File
📄 Email_Checkl...				📁 YouTube Swi...	
📁 File					
📁 File					
📁 File				Overall Resources	
📁 File				📄 Copy_Kit_-_E...	☰ The Rapid Le...
📁 File				📄 Email_Checkl...	📄 The Rapid Le...
📁 File				📁 Emails	📄 PROMOTION...
📁 File				📁 E-commerce	📁 E-commerce
📁 File				📁 File	📁 Email Wirefra...
📁 File				📁 File	📁 Ecom Flows
📁 File				📁 File	
📁 File				📁 File	

Conversions Testing

Conversions Testing

1st Conversions ADs Testing Campaign Results

Ads Results Analysis

- The ADs were primarily puched to Facebook, that’s where my ideal customer is
- The Bend Soap #2 Ad is my winner

Ad	ent	CTR (all)	CTR (link click-through rate)	CPC (cost per link click)	Reach	Impressions
 Bend Soap Model #1 View charts Duplicate ...	\$16.62	3.79%	2.99%	\$1.11	490	501
 Bend Soap Model #2	\$17.03	5.90%	3.99%	\$0.74	548	576

- Vast majority of the audience is older woman
 - 65+
 - 55
 - Some 40s
- CTR is decent but it needs to be higher and I have to create different variations of the copy

Website replay reviews analysis

Highlighted = I fixed it

- The pop-up being too fast is ruining the experience for people. The pop-up is scaring their lizard brain and they instantly close the tab
 - People will submit if I give them more time and make it less of a nuisance
- The viewers are high-intent and they actually consume the page
- The description text is too big and takes up too much space on mobile
- I need a sticky add to cart
- I NEED to pin the most impactful featured reviews at the bottom of the list ✓
 - Highlighting the ones that will increase levels of desire/pain as much as possible
 - By this point in the page (assuming they consumed it) they’re on the edge, these reviews have to push them over
- The footer section needs to be better optimized for mobile
 - Easy places for them to explore
- The product photos need to be more enticing and trigger pain/desire
 - The soap floating in the air with oats, milk, and honey swirling and splashing around it
- That **VAST MAJORITY** of the views are on mobile
 - Coming from a hard-core lizard brain state of scrolling on Facebook
- They’re landing on the wrong spots on the page.
- I need to create a confirmation message after they add the item to cart ✓ ✓
 - Or just send them directly to the cart
 - Something needs to happen upon the click for to keep them engaged
- I need a specific pop-up offer for the landing page that loads a bit later with a much better offer
 - Free lip Balm
 - New code: ZQRJHWPG7BEH
 - Free lip balm with your first purchase
 - Make this pop-up non-sticky to make room for the stick add-to-cart
- Not enough pattern interrupts throughout the page
 - There isn’t a reason for them to stop their skim/scroll
- Increase the deay on the reviews auto scroll
- Redesign the icons
 - Make a zig-zag desisng
 - Decrease the space between them and the bar soap without effecting the reflection
- Redesign the skin type callouts for mobile
 - Made them 2 columns
 - Repackage the copy
 - Or try a zig-zag design
- People are browsing around our store, our products need to be optimized ✓
 - Separated into individual sections
 - Good quality picture
 - High-quality collection pages

- Change the CTAs to be 100% clear
 - “Buy Now”
 - “Add To Cart”
- After I’ve removed the coupon teaser or at least moved it upwards

2nd Conversion Testing Results

☐	Off / On	Ad set ▼	Amount spent ▼	CTR (all) ▼	CTR (link click-through rate) ▼	CPC (cost per link click) ▼	Reach ▼	Impressions ▼	Cost per result ▼	Cost per add to cart ▼	Cost per checkout initiated ▼
☐	☒	Revised AD + Landing Page Re-Run View charts Edit Compare ...	\$29.17	1.74%	1.95%	\$1.04	1,410	1,433	— Per Initiate Checkout	\$14.59 ¹⁰	—
☐	☐	First Eczema Conversions Test	—	—	—	—	—	—	—	—	—
Results from 2 ad sets ⓘ			\$29.17 Total spent	1.74% Per Impressions	1.95% Per Impressions	\$1.04 Per Action	1,410 Accounts Center acco...	1,433 Total	— Per Initiate Checkout	\$14.59 ¹⁰ Per Action	— Per Action