

Day 2/12 - \$1.8k/\$10k Revenue

Who You Are Now vs Who You Want to Be?

- Now:
 -
- Who You Want to Be:
 -

Your Reason Why

Quick short-term “why”:

I will get kicked out of the Agoge Program and will be handed the “They/Them” role. I will have zero status in TRW and everyone will think I’m an all-talk fag...

GWS Checklist

- ☐ Set a binary, tangible goal
- ☐ Pick an attitude
- ☐ Hydrate, Caffeinate, Get the blood flowing
- ☐ Remove distractions
- ☐ Set a challenging timer and try to beat it
- ☐ Get started
- ☐ Evaluate afterwards

I haven't been following this checklist.

I will start following it tomorrow.

Plan for the day

- ☒ ~~10 AM: Breakfast + Small tasks~~
- ☐ 11 AM: Create WHY + Complete tasks from yesterday - Not done - GWS
- ☒ ~~12 AM: GWS~~
- ☒ ~~1 PM: Workout~~
- ☒ ~~2 PM: Lunch~~
- ☒ ~~3 PM: GWS~~
- ☒ ~~4 PM: GWS~~
- ☒ ~~5 PM: PUG~~
- ☐ 6 PM: GWS
- ☐ 7 PM: GWS
- ☒ ~~8 PM: GWS~~
- ☐ 9 PM: Help out in the chats
- ☒ ~~10 PM: Help out in the chats~~
- ☐ 11 PM: Non negotiables
- ☐ 12 AM: Reflection + Plan for tomorrow

Once again it got a bit messy and once again I'm going to bed late.

GWS #1:

Goal:

- Understand what to do next

Tasks:

- Analyze the test
- Use AI
- Plan the next steps
- Answer some unknowns

Reflection

- I walked around the apartment for probably half an hour... And I came to the conclusion that the “Purchase” event has ruined my CTR. I will research this more.

GWS #2:

Goal:

- Understand if the “Purchase” event has really ruined the ad performance

Tasks:

- Analyze the 3 tests
- Use AI
- Get feedback from TRW

Reflection

- DONE. Was a bit distracted but understood what the problem might be and now I launched a test.

GWS #3:

Goal:

- Monitor the ad and plan out

Tasks:

- Refine my doc
- Refine my War Doc
- Monitor the ad and use AI to answer unknowns

Reflection

- DONE. The ad performs way better now.

GWS #4:

Goal:

- Understand what to do next

Tasks:

- Monitor the ad
- Understand what to test next - Use AI

Reflection

- Done. I know what to test now but I have more unknowns.

Reflection of the day

The day started off really well.

But then it got way less productive.

These ad problems are pissing me off... 🙄

I relaunched the body copy test, but the performance from the beginning was still bad.

So I stopped it and brainstormed possible problems that are causing a bad CTR.

As you can see in the image below... The average CTR of the last 2 campaigns was way worse than before.

I thought it was either:

- Image fatigue: The image starts performing badly with new audiences
- The CTA button: The last 3 campaigns were running a "Shop Now" button, and the previous were running a "Learn More"

So I relaunched the body copy test once again with a "Learn More" button but it performed badly. The CTR and overall performance were still bad.

So after more brainstorming and using AI, I understood that the conversion event might be the problem.

The last 3 tests that performed badly were running with a "Purchase" event and the previous tests were with an "Add-to-cart" event.

So now I launched a new test with the winning variables from before with an "Add-to-cart" event and the metrics are way better.

Here's the CTR drop as I changed the conversion event to purchases:

Impressions	CPM (cost per 1,000 impressions)	Link clicks	CPC (cost per link click)	CTR (link click-through rate)
580	€7.86	16	€0.28	2.76%
1,738	€9.73	51	€0.33	2.93%
3,588	€12.12	197	€0.22	5.49%
313	€6.58	13	€0.16	4.15%
1,682	€9.13	77	€0.20	4.58%
755	€10.34	38	€0.21	5.03%

Here are the metrics of the with a "Purchase" event:

1,788	€6.91	€0.33	2.13%	38	.1 ^[2]
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Here are the metrics of the with an "Add-to-cart" event:

Impressions ▼	CPM (cost per 1,000 impressions) ▼	CPC (cost per link click) ▼	CTR (link click-through rate) ▼	Unique link clicks ▼	Adds to cart ▼
653	€8.22	€0.16	5.21%	29	.4 ^[2]

The "Add-to-cart" event really increased the CTR of the ad.

But the audience isn't ready to buy.

From 4000 impressions... Only 8 add-to-carts and 0 purchases.

So this plan doesn't work as well.

Now my plan is this:

Either run a creative test, or an intro test.

Change the conversion event back to "Purchases" and optimize the variables based on it.

That way I'm expecting to see an increase in the CTR while targeting ready-to-buy customers.

Because as you can see on the image above, the "Purchase" event doesn't perform well at all.

What do you think?

Here are the results... 👉

 Results ▾	Reach ▾	Frequency ▾	Cost per result ▾	Budget ▾	Amount spent ▾
8 ^[2] Website adds to c...	3,644	1.08	€3.32 ^[2] Per add to cart	Using campaign ...	€26.56
8 ^[2] Website adds to c...	3,644 Accounts Centre acc...	1.08 Per Accounts Centre...	€3.32 ^[2] Per add to cart		€26.56 Total Spent

Impressions ▾	CPM (cost per 1,000 impressions) ▾	CPC (cost per link click) ▾	CTR (link click-through rate) ▾	Unique link clicks ▾	Adds to cart ▾
3,951	€6.72	€0.16	4.07%	148	8 ^[2]
3,951 Total	€6.72 Per 1,000 Impressions	€0.16 Per Action	4.07% Per Impressions	148 Total	8 ^[2] Total