



# November 2024

# BOLINGO BALANCE



Gabriel Lumagui

www.bolingobalance.com

# BOLINGO BALANCE

Off / On	Campaign	Date last edited	Delivery	Bid strategy	Budget	Att set	Amount spent	Purchases conversion...	Purchase ROAS (retur...	Results	Cost per result	Unique outbound...	Cost per unique...	Unique outbound C...
<input type="checkbox"/>	M1	Nov 30, 2024	Off	Highest volume	\$1,000.00 Daily	7...	\$5,769.61	\$29,371.44 [2]	5.09 [2]	302 [2]	\$19.10 [2]	2,130	\$2.71	3
<input type="checkbox"/>	M1 - Copy	Nov 30, 2024	Off	Highest volume	\$1,000.00 Daily	7...	\$5,738.56	\$28,615.78 [2]	4.99 [2]	307 [2]	\$18.69 [2]	4,112	\$1.40	4
<input type="checkbox"/>	1A - Creative Pod Clips Ca...	Nov 25, 2024	Active	Using ad set bid...	Using ad set bu...	7...	\$3,719.67	\$16,830.87 [2]	4.52 [2]	175 [2]	\$21.26 [2]	2,851	\$1.30	4
<input type="checkbox"/>	3A - US - Prospecting 7/4/24	Nov 25, 2024	Active	Highest volume	\$150.00 Daily	7...	\$3,644.18	\$28,418.52 [2]	7.80 [2]	304 [2]	\$11.99 [2]	1,343	\$2.71	
<input type="checkbox"/>	- 1A - US - Top Prospect...	Nov 25, 2024	Active	Highest volume	\$150.00 Daily	7...	\$3,631.39	\$32,588.22 [2]	8.97 [2]	—	—	1,606	\$2.26	2
<input type="checkbox"/>	M1	Nov 18, 2024	Off	Highest volume	\$500.00 Daily	7...	\$2,218.20	\$33,466.08 [2]	15.09 [2]	289 [2]	\$7.68 [2]	980	\$2.26	
<input type="checkbox"/>	M1 - Copy	Nov 18, 2024	Off	Highest volume	\$500.00 Daily	7...	\$2,014.41	\$11,855.40 [2]	5.89 [2]	134 [2]	\$15.03 [2]	794	\$2.54	1
<input type="checkbox"/>	M1 - Advantage+ shopping ...	Nov 18, 2024	Off	Using ad set bid...	Using ad set bu...	7...	\$1,963.99	\$14,717.72 [2]	7.49 [2]	147 [2]	\$13.36 [2]	710	\$2.77	
<input type="checkbox"/>	M1 - US - Top Prospects...	Aug 11, 2024	Off	Using ad set bid...	Using ad set bu...	7...	\$0.00	\$0.00	—	—	—	—	—	—
<input type="checkbox"/>	M1 - Top 4 - Adv+ July 4th ...	Nov 25, 2024	Off	Using ad set bid...	Using ad set bu...	7...	\$0.00	\$0.00	—	—	—	—	—	—
<input type="checkbox"/>	M1 - US - Top Prospects - ...	Nov 25, 2024	Off	Using ad set bid...	Using ad set bu...	7...	\$0.00	\$0.00	—	—	—	—	—	—
<input type="checkbox"/>	M1 - US - Top Prospects - ...	Nov 25, 2024	Off	Using ad set bid...	Using ad set bu...	7...	\$0.00	\$0.00	—	—	—	—	—	—
<input type="checkbox"/>	Top 4 - Adv+ 06/13/2024 - ...	Nov 25, 2024	Off	Using ad set bid...	Using ad set bu...	7...	\$0.00	\$0.00	—	—	—	—	—	—
<input type="checkbox"/>	M1 - US - Top Prospects - ...	Jun 12, 2024	Off	Using ad set bid...	Using ad set bu...	7...	\$0.00	\$0.00	—	—	—	—	—	—
<input type="checkbox"/>	M1 - US - Top Prospects...	Feb 24, 2024	Off	Using ad set bid...	Using ad set bu...	7...	\$0.00	\$0.00	—	—	—	—	—	—
<input type="checkbox"/>	M1 - US - Top Prospects...	Jan 21, 2024	Off	Using ad set bid...	Using ad set bu...	7...	\$0.00	\$0.00	—	—	—	—	—	—
Results from 112 campaigns						7...	\$28,700.01	\$195,864.02 [2]	6.82 [2]	—	—	10,565	\$2.72	—
Excludes deleted items							Total spent	Total	Average	Multiple conversions	Multiple conversions	Total	Per Accounts Cent...	Per Accounts C...

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X Report

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ds

Refresh Help Notifications 669

View (2 filters) Campaigns (6)

Filters Campaign status: Enabled, Paused Ad group status: Enabled, Paused Add filter

## Campaigns

Last month Nov 1 – 30, 2024

Campaigns Drafts Settings

+ Add filter Search Segment Columns Reports Download

<input type="checkbox"/>	<input type="radio"/>	Campaign ↑	Budget	Status	All changes	Campaign type	Bid strategy type	Optimization score	Cost	Conv. value	Conv. value / cost	Co
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/> 1A - US - Sales - Search - dr sebi	\$15.00/day	<input checked="" type="checkbox"/> Limited by budget	0	Search	Maximize conversions (Target CPA)	46.6%	\$456.16	3,802.53	8.34	
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/> 1B - US - Sales - Search - dr sebi	\$15.00/day	<input checked="" type="checkbox"/> Limited by budget	0	Search	Maximize conversion value (Target ROAS)	36.7%	\$456.12	5,508.16	12.08	
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/> 2A - US - Sales - Search - sea moss	\$5.00/day	<input checked="" type="checkbox"/> Limited by budget	0	Search	Maximize conversions (Target CPA)	39.7%	\$151.69	750.41	4.95	
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/> 3A - US - Sales - Search - Branded	\$1.00/day	Eligible	0	Search	Maximize conversions (Target CPA)	57.8%	\$30.53	15,631.81	512.01	
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/> 4A - US - Sales - Search - alkaline diet	\$15.00/day	<input checked="" type="checkbox"/> Limited by budget	0	Search	Maximize conversions (Target CPA)	36%	\$455.87	683.95	1.50	
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/> M1	\$500.00/day	Paused	0	Search	Maximize conversion value (Target ROAS)	–	\$0.00	0.00	0.00	
Total: All but removed campaigns in your ...					0			–	\$1,550.36	26,376.87	17.01	
Total: Account			\$51.00/day		0			–	\$1,550.36	26,376.87	17.01	

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Campaigns		Type	Status	Last updated	Open rate	Click rate	Placed Order
<input type="checkbox"/>	Campaign						
<input type="checkbox"/>	Email Campaign - Black Friday Sale (Day 7) Newsletter Subscribers + New Accounts, Placed Order - at least once - over all time + Newsletter Subscribers	✉	✓ Sent	Dec 1 at 10:03 AM	5.18% 3,864 recipients	0.70% 522 recipients	\$1,093.11 9 recipients
<input type="checkbox"/>	Email Campaign - Black Friday Sale (Day 6) Newsletter Subscribers + New Accounts, Placed Order - at least once - over all time + Newsletter Subscribers	✉	✓ Sent	Nov 30 at 9:59 AM	10.56% 7,860 recipients	0.97% 720 recipients	\$2,927.17 27 recipients
<input type="checkbox"/>	Email Campaign - Black Friday Sale (Day 5) Newsletter Subscribers + New Accounts, Placed Order - at least once - over all time + Newsletter Subscribers	✉	✓ Sent	Nov 29 at 8:48 AM	11.23% 8,353 recipients	0.86% 639 recipients	\$5,671.69 44 recipients
<input type="checkbox"/>	Email Campaign - Black Friday Sale (Day 4) Newsletter Subscribers + New Accounts, Placed Order - at least once - over all time + Newsletter Subscribers	✉	✓ Sent	Nov 28 at 8:00 AM	46.12% 8,095 recipients	3.53% 619 recipients	\$4,855.16 39 recipients
<input type="checkbox"/>	Email Campaign - Black Friday Sale (Day 3) Newsletter Subscribers + New Accounts, Placed Order - at least once - over all time + Newsletter Subscribers	✉	✓ Sent	Nov 27 at 8:59 AM	11.85% 8,769 recipients	0.84% 620 recipients	\$4,792.82 44 recipients
<input type="checkbox"/>	Email Campaign - Black Friday Sale (Day 2) (clone) Newsletter Subscribers + New Accounts, Placed Order - at least once - over all time + Newsletter Subscribers	✉	✓ Sent	Nov 26 at 12:01 PM	12.98% 9,815 recipients	1.09% 824 recipients	\$7,710.18 68 recipients
<input type="checkbox"/>	Email Campaign - Black Friday Sale (Day 4) Newsletter Subscribers + New Accounts, Placed Order - at least once - over all time + Newsletter Subscribers	✉	📄 Draft	Nov 26 at 9:38 AM	-	-	-
<input type="checkbox"/>	Email Campaign - Black Friday Sale (Day 7) Newsletter Subscribers + New Accounts, Placed Order - at least once - over all time + Newsletter Subscribers	✉	📄 Draft	Nov 26 at 9:28 AM	-	-	-
<input type="checkbox"/>	Email Campaign - Black Friday Sale (Day 6) Newsletter Subscribers + New Accounts, Placed Order - at least once - over all time + Newsletter Subscribers	✉	📄 Draft	Nov 26 at 9:25 AM	-	-	-
<input type="checkbox"/>	Email Campaign - Black Friday Sale (Day 2) Newsletter Subscribers + New Accounts, Placed Order - at least once - over all time + Newsletter Subscribers	✉	✓ Sent	Nov 26 at 5:20 AM	11.75% 8,858 recipients	1.16% 876 recipients	\$13,310.16 99 recipients
<input type="checkbox"/>	Email Campaign - Black Friday Sale (Day 1) Newsletter Subscribers + New Accounts, Placed Order - at least once - over all time + Newsletter Subscribers	✉	✓ Sent	Nov 25 at 9:45 AM	11.97% 8,822 recipients	1.25% 920 recipients	\$13,555.42 82 recipients
<input type="checkbox"/>	Email Campaign - Flash Sale (November 16-20) Day 5 Newsletter Subscribers + New Accounts, Placed Order - at least once - over all time + Newsletter Subscribers	✉	✓ Sent	Nov 20 at 9:00 AM	11.73% 8,573 recipients	0.97% 706 recipients	\$3,412.38 29 recipients
<input type="checkbox"/>	Email Campaign - Flash Sale (November 16-20) Day 4 Newsletter Subscribers + New Accounts, Placed Order - at least once - over all time + Newsletter Subscribers	✉	✓ Sent	Nov 19 at 9:00 AM	11.91% 8,707 recipients	1.00% 732 recipients	\$5,410.51 43 recipients
<input type="checkbox"/>	Email Campaign - Flash Sale (November 16-20) Day 3 Newsletter Subscribers + New Accounts, Placed Order - at least once - over all time + Newsletter Subscribers	✉	✓ Sent	Nov 18 at 9:00 AM	12.57% 9,204 recipients	0.63% 463 recipients	\$5,821.32 34 recipients
<input type="checkbox"/>	Email Campaign - Flash Sale (November 16-20) Day 2 Newsletter Subscribers + New Accounts, Placed Order - at least once - over all time + Newsletter Subscribers	✉	✓ Sent	Nov 17 at 8:01 AM	12.88% 9,401 recipients	1.26% 921 recipients	\$13,799.13 118 recipients
<input type="checkbox"/>	Email Campaign - Flash Sale (November 16-20) Day 1 Newsletter Subscribers + New Accounts	✉	✓ Sent	Nov 16 at 12:00 AM	12.63% 9,074 recipients	1.13% 810 recipients	\$52,018.88 310 recipients
<input type="checkbox"/>	Email Campaign - Oct 31, 2024, 2:03 PM (clone) Newsletter Subscribers + New Accounts, Placed Order - at least once - over all time + Newsletter Subscribers	✉	✓ Sent	Nov 13 at 8:59 AM	12.61% 9,079 recipients	0.38% 276 recipients	\$24,231.96 152 recipients
<input type="checkbox"/>	Email Campaign - Oct 31, 2024, 2:03 PM Newsletter Subscribers + New Accounts, Placed Order - at least once - over all time + Newsletter Subscribers	✉	✓ Sent	Nov 7 at 8:59 AM	12.80% 9,140 recipients	0.82% 587 recipients	\$3,546.77 35 recipients

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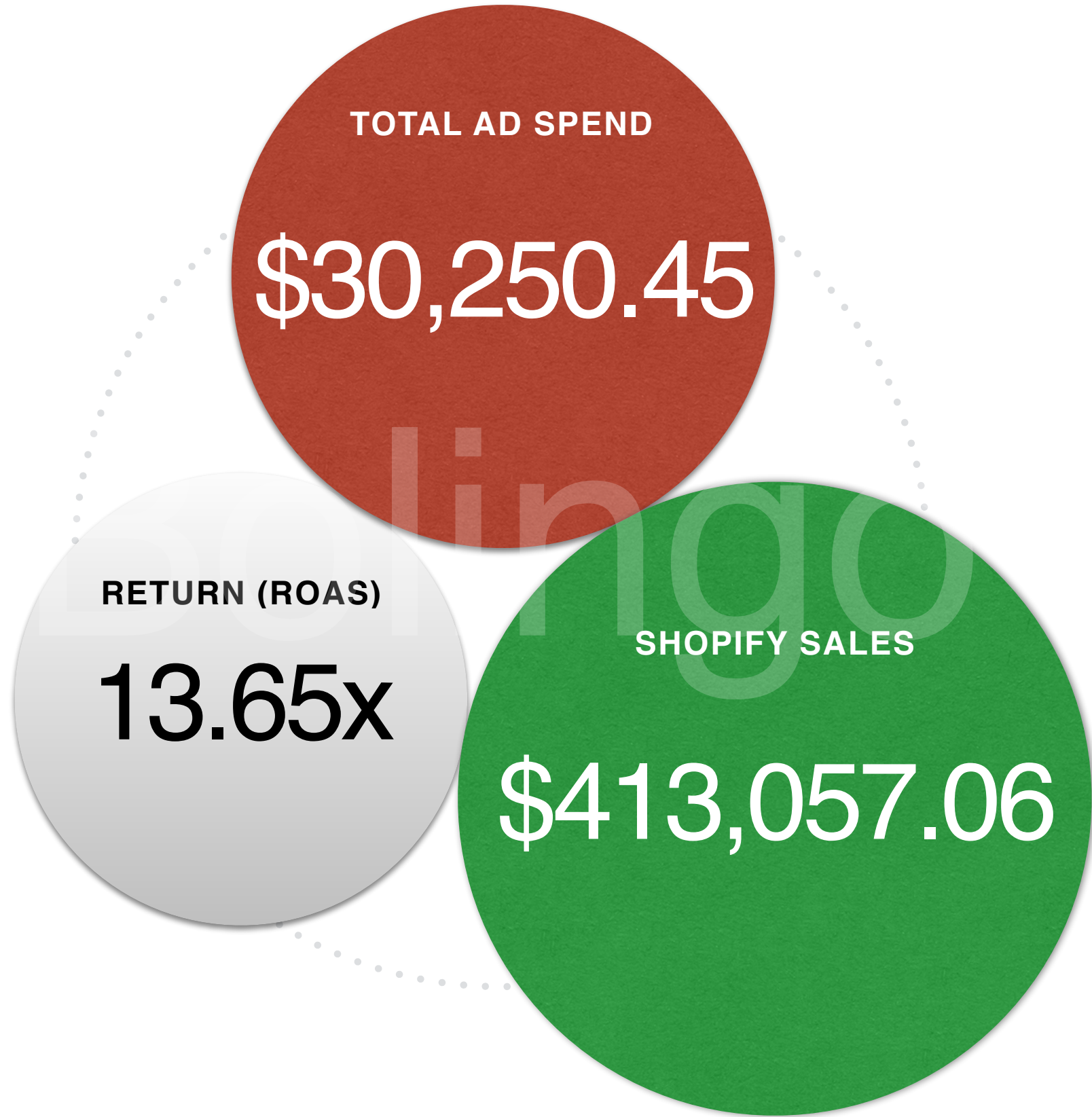
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# November 2024 Totals

The goal is to maintain a **5x ROAS** and above. This range is a healthy balance of scale, profit, expenses, email and social growth.

A higher ROAS above 5x gives us more room to scale the ad spend until we hit maintenance again of at least 5x ROAS, and then we repeat the process until the warehouse breaks.



**\$30,250.45**

**TOTAL AD SPEND**

Our total amount spent advertising on **Meta** and **Google**.

**\$413,057.06**

**SHOPIFY SALES**

Our total online sales.

**13.65X**

**RETURN ON AD SPEND**

Our ratio of return for what we're spending on advertising.