QuickMeal

FOOD CONSULTANT APP FOR BUSY PROFESSIONALS

WEI(GLORIA) TANG

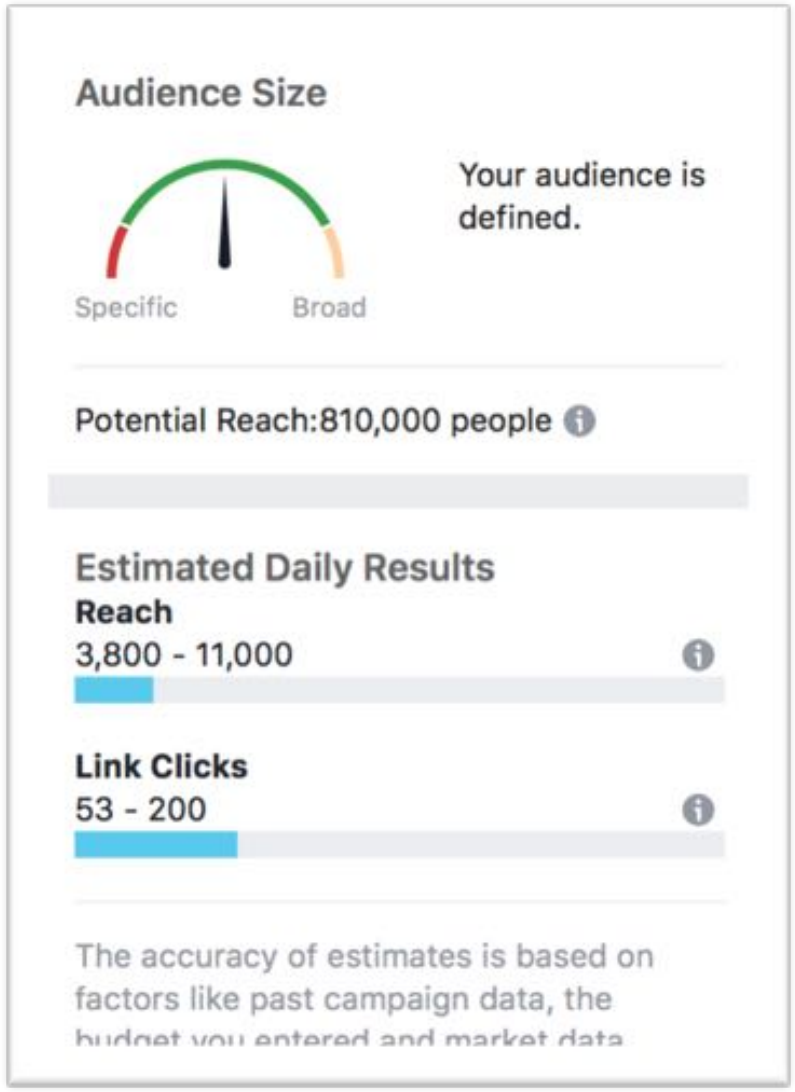
INF 556| ASSIGNMENT 12

www.myquickmeal.us

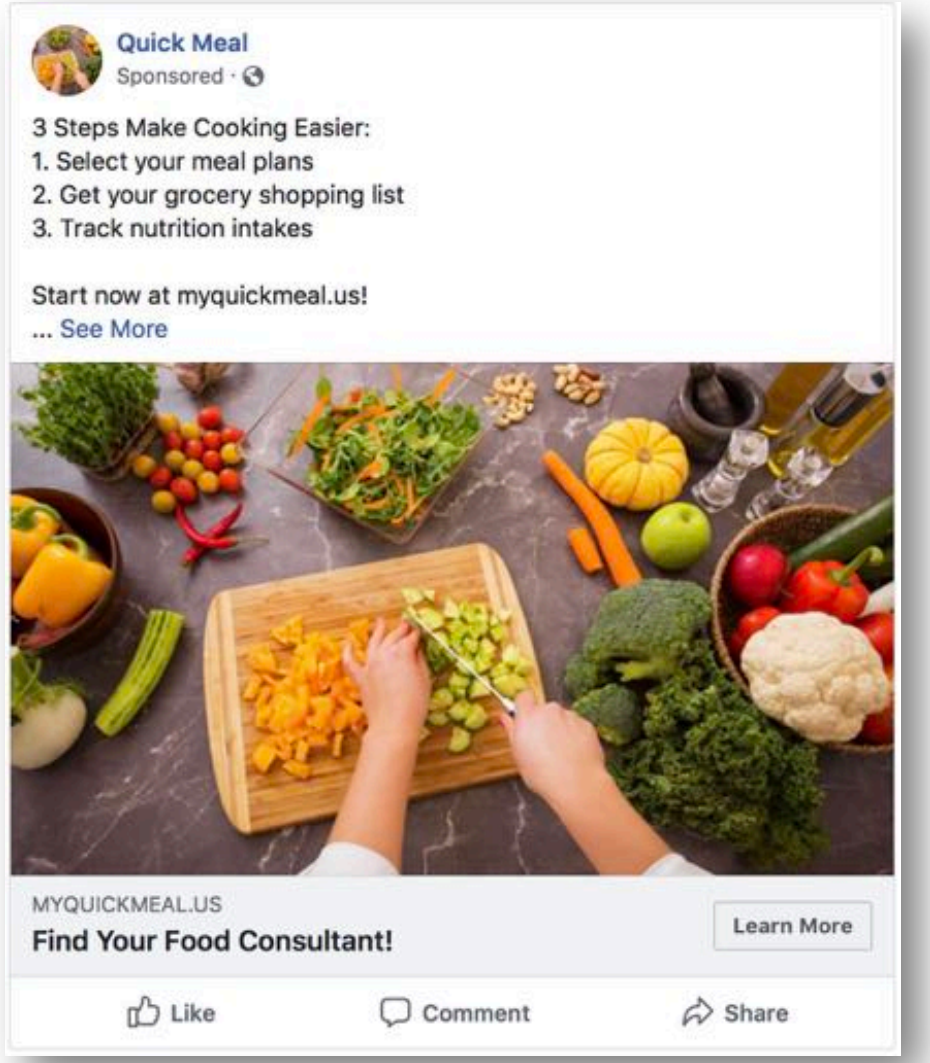
Targeted Audience

QM

Location:	United States: Los Angeles (+25 mi) California
Age:	25 - 50
Language:	English (UK) or English (US)
People Who Match:	Interests: Professional, Working Hard, Self care, Simple & Easy Recipes, Physical fitness, Simple Daily Recipes, Recipes, Cooking or Meal preparation, Education Level: College grad
And Must Also Match:	Interests: Health & wellness
Interest expansion:	Off



Facebook Ads (Nov. 18th)

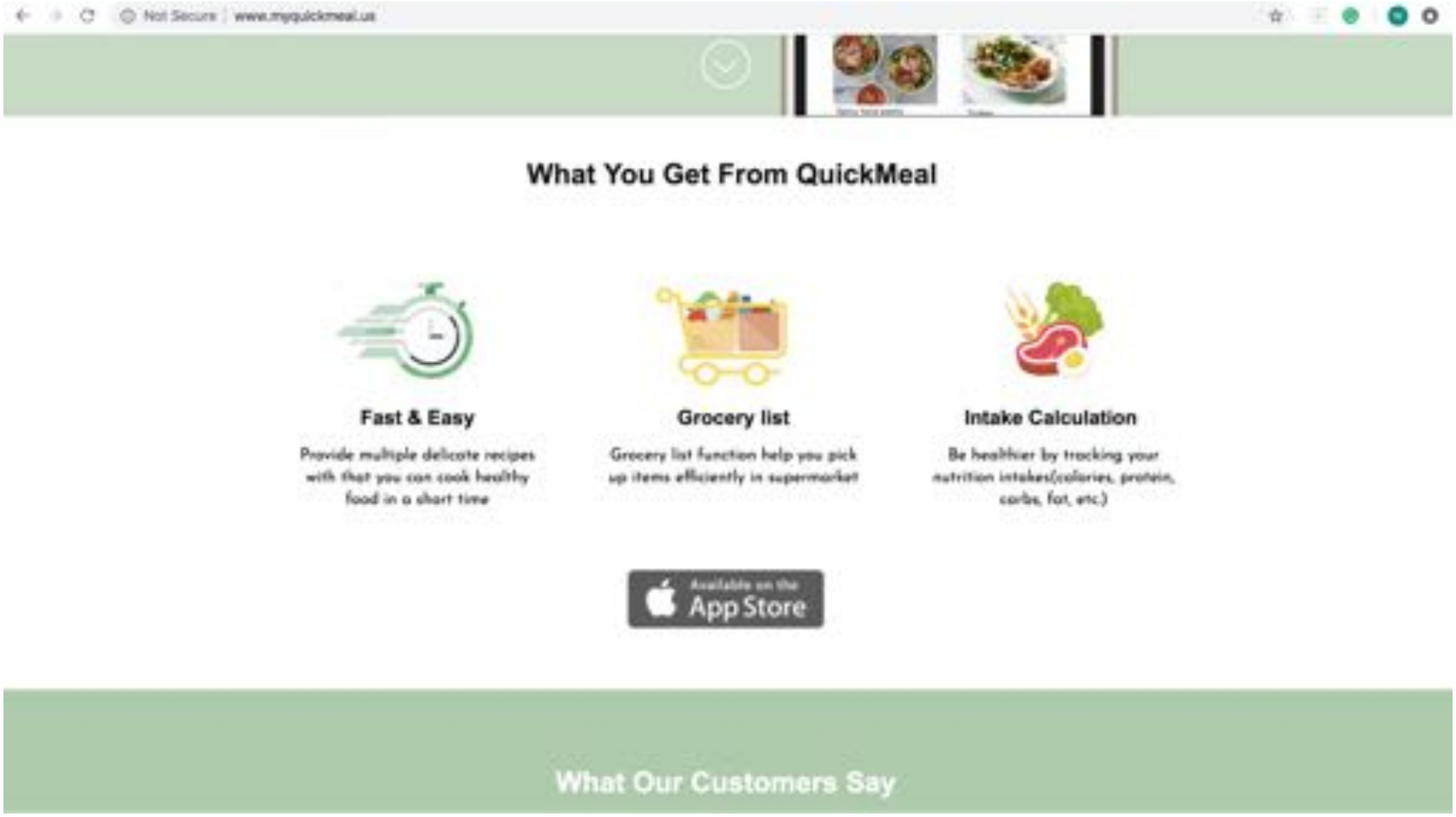


Ad 3 (Solution)

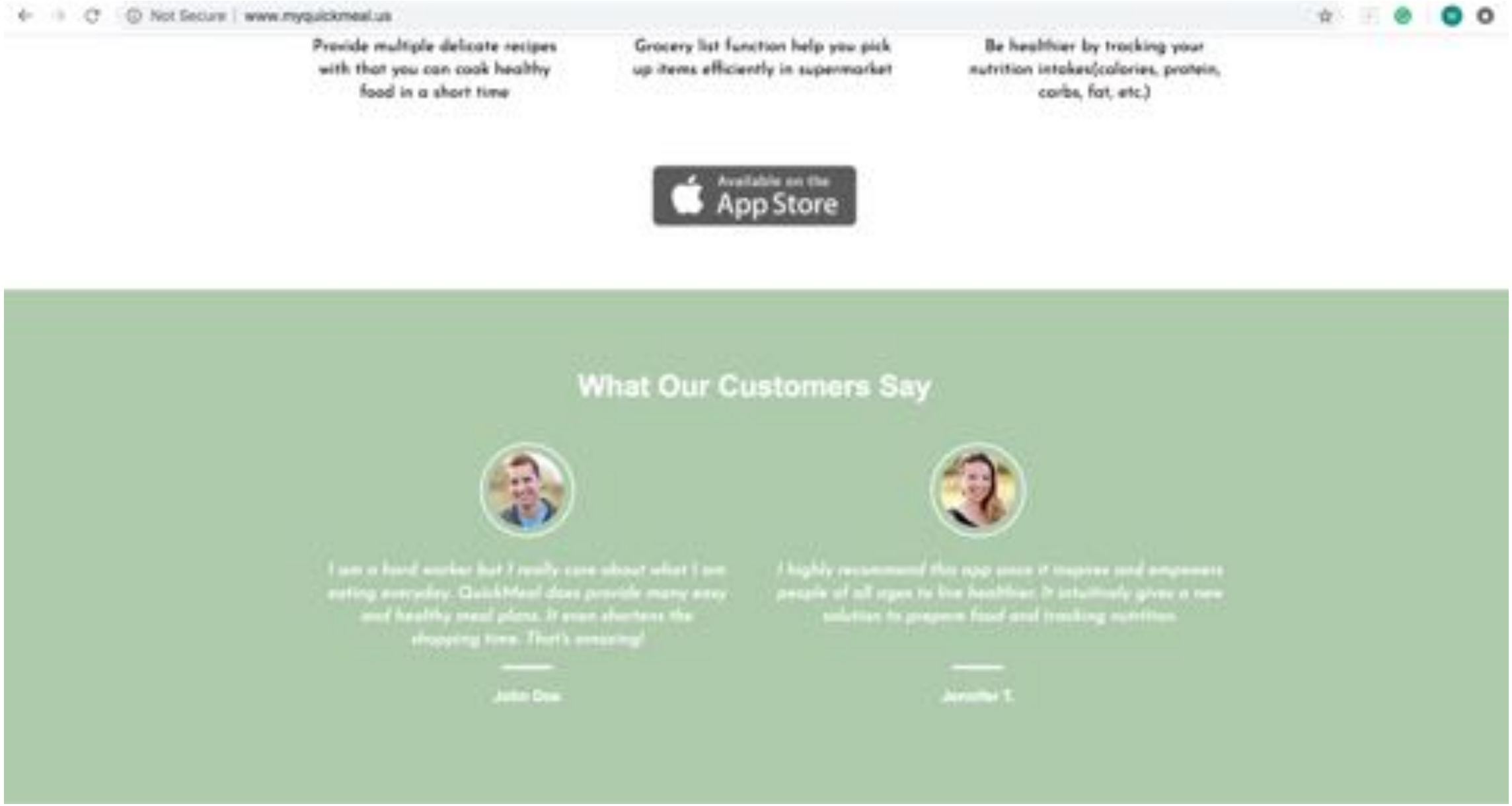
Ad 4 (Problem)

Landing Page 1/3 http://www.myquickmeal.us

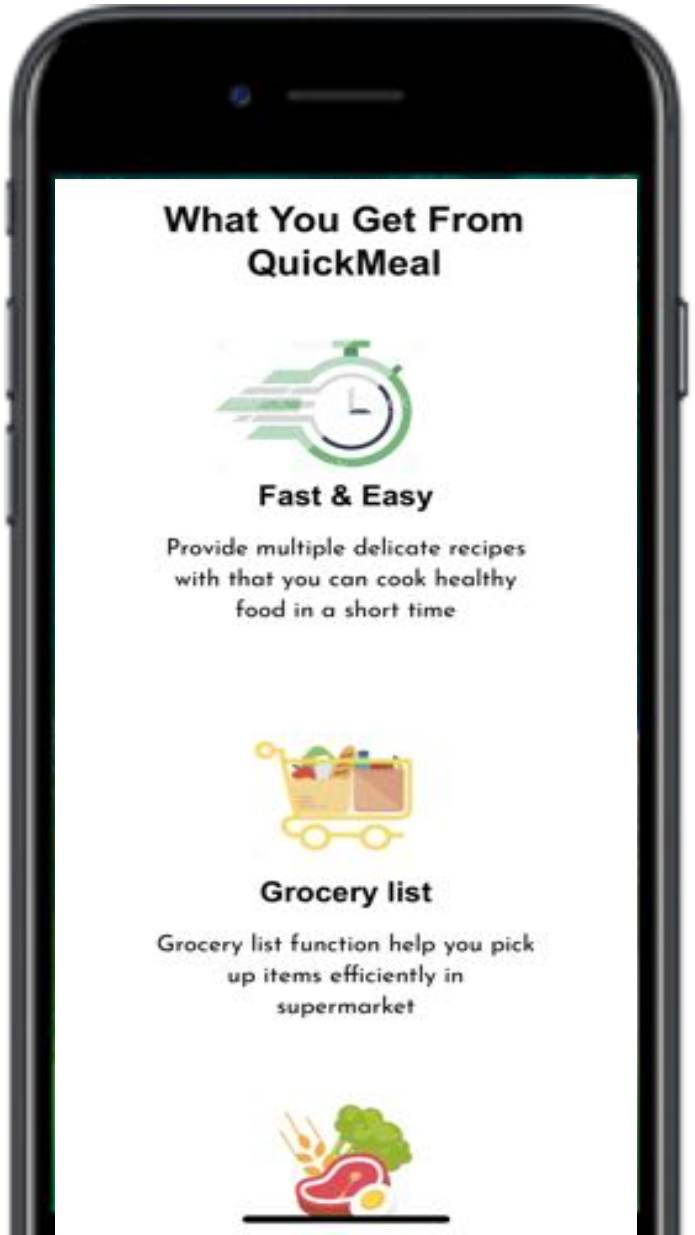
Landing Page 2/3

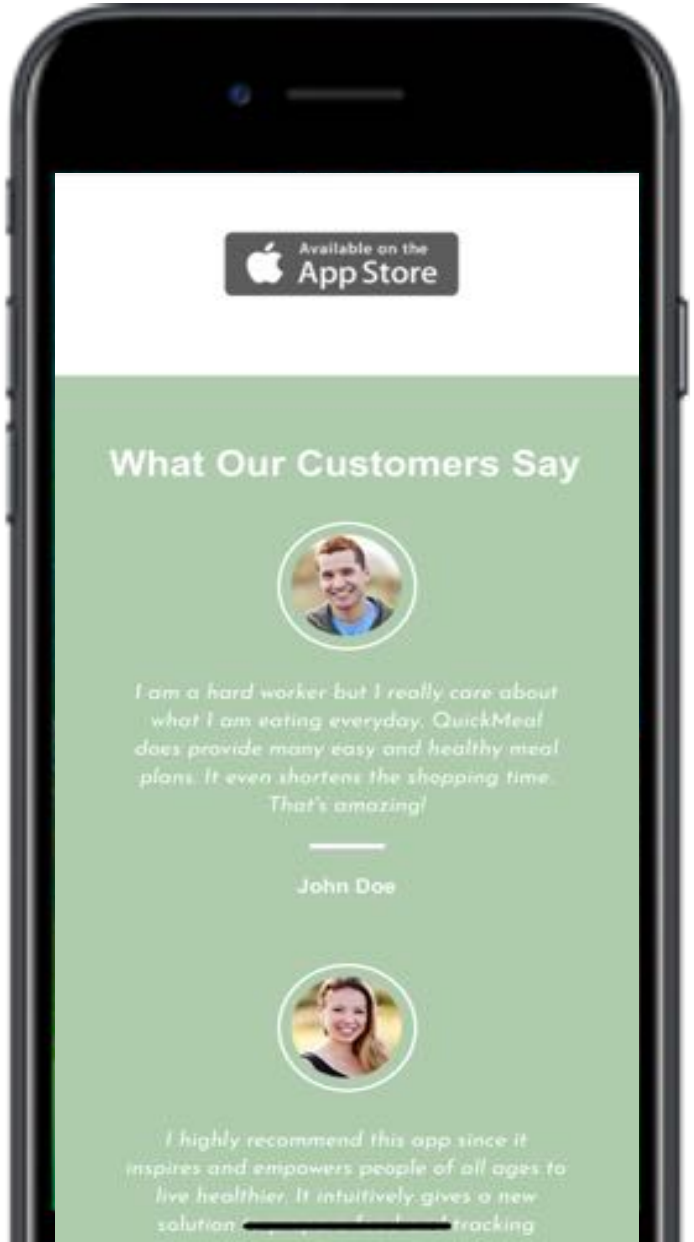


Landing Page 1/3



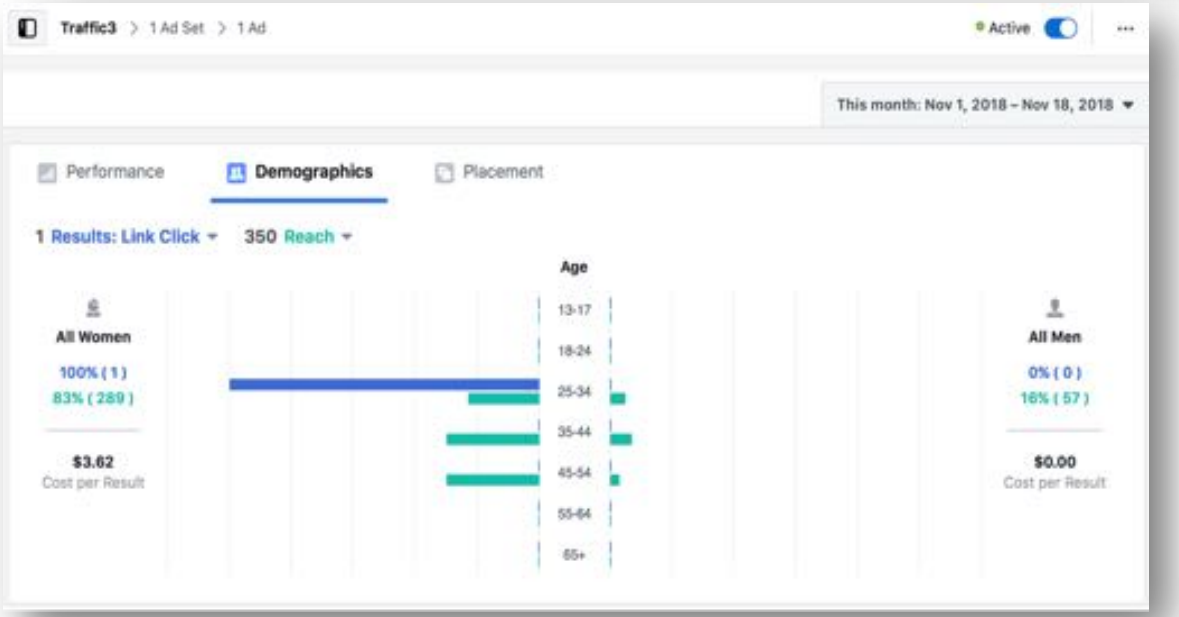
Mobile View Landing Page

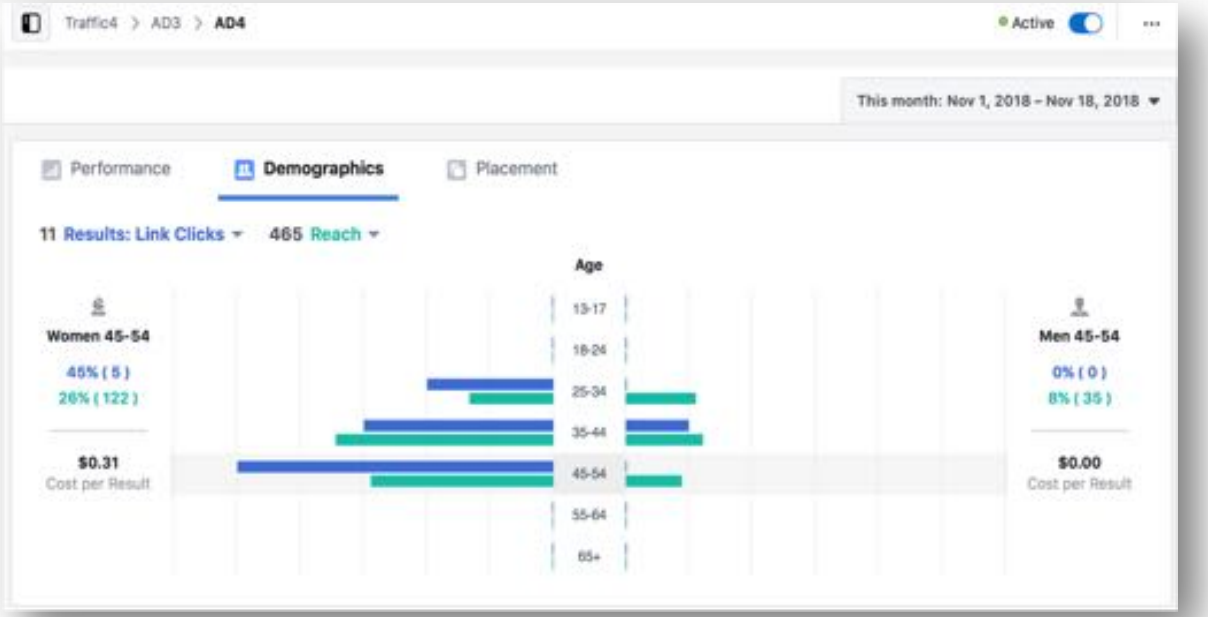




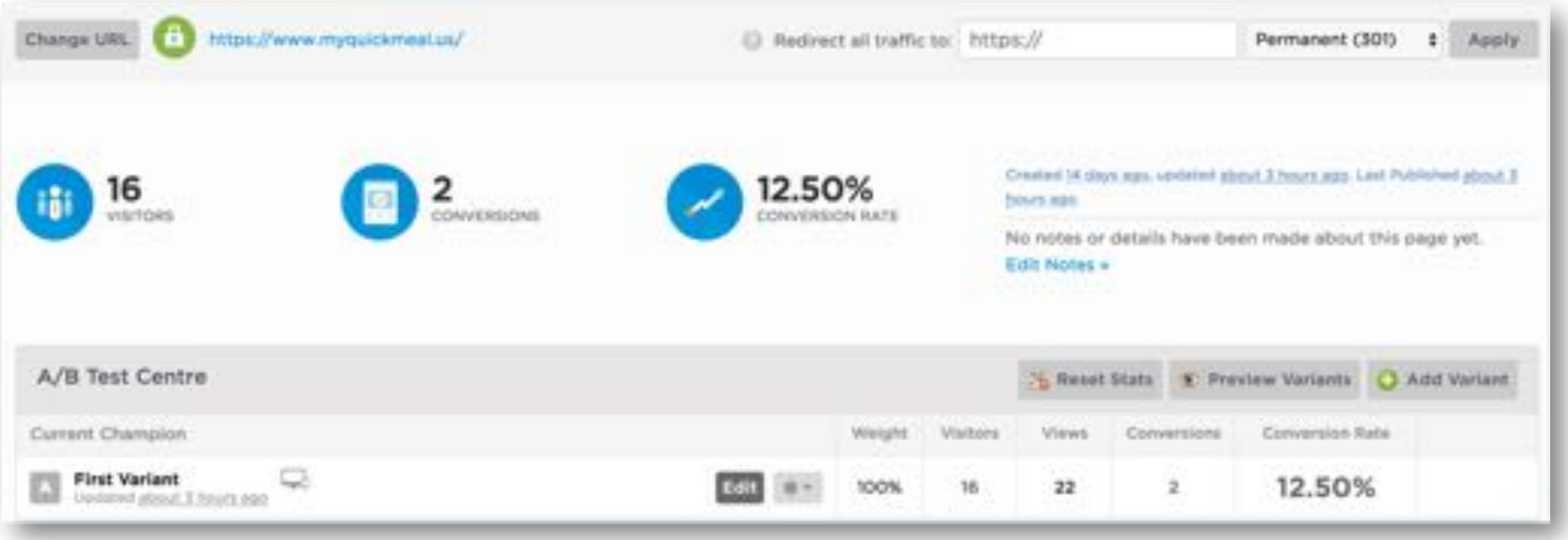
Facebook Campaign Results

Ad Name	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
AD4	$5.00 Lifetime	—	11 Link Clicks	465	476	$0.44 Per Link Click	$4.82	Nov 18, 2018
AD3	$5.00 Lifetime	—	1 Link Click	347	356	$4.21 Per Link Click	$4.21	Nov 19, 2018
AD52	$5.00 Lifetime	Nov 18, 2018, 10:17 AM Today	10 Link Clicks	394	414	$0.50 Per Link Click	$5.00	Nov 11, 2018
AD51	$5.00 Lifetime	Nov 18, 2018, 10:17 AM Today	2 Link Clicks	575	615	$2.50 Per Link Click	$5.00	Nov 11, 2018
Results from 4 ads		—	24 Link Clicks	1,634 People	1,861 Total	$0.79 Per Link Click	$19.03 Total Spent	





Unbounce Campaign Results



Findings

- In second sound, I narrowed advertisement time to 11 hours with same budget and it showed better result. The conversion rate of Unbounce is increasing. I guess Facebook targeted people more precisely.

- Problem-driven advertisement performed better than solution-driven one.

- In this campaign, I enlarge the age range to 50. It is surprised that people aged 40-50 account for large proportion.

- Now, the conversion rate of Unbounce is 12.5%. The notification of free charge might contribute to the increasing rate.