



# QuickMeal

FOOD CONSULTANT APP FOR BUSY PROFESSIONALS

WEI (GLORIA) TANG  
INF 556 | ASSIGNMENT 12

[www.myquickmeal.us](http://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

## Audience Size




Your audience is defined.


Potential Reach:810,000 people 

## Estimated Daily Results

### Reach

3,800 - 11,000 



### Link Clicks

53 - 200 

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data.




# Facebook Ads (Nov. 18<sup>th</sup>)

 **Quick Meal**  
Sponsored · 

3 Steps Make Cooking Easier:




1. Select your meal plans
2. Get your grocery shopping list
3. Track nutrition intakes

Start now at [myquickmeal.us](https://myquickmeal.us)!  
... [See More](#)



MYQUICKMEAL.US  
**Find Your Food Consultant!**

[Learn More](#)

 Like     Comment     Share

**Ad 3 (Solution)**

 **Quick Meal**  
Sponsored · 

Save time on cooking and have a healthy meal - only with QuickMeal app.  
Join now for free!



MYQUICKMEAL.US  
**Start A New Healthy Life!**

[Learn More](#)

 Like     Comment     Share

**Ad 4 (Problem)**

# Landing Page 1/3 <http://www.myquickmeal.us>



# Landing Page 2/3



## What You Get From QuickMeal



### Fast & Easy

Provide multiple delicate recipes with that you can cook healthy food in a short time



### Grocery list

Grocery list function help you pick up items efficiently in supermarket



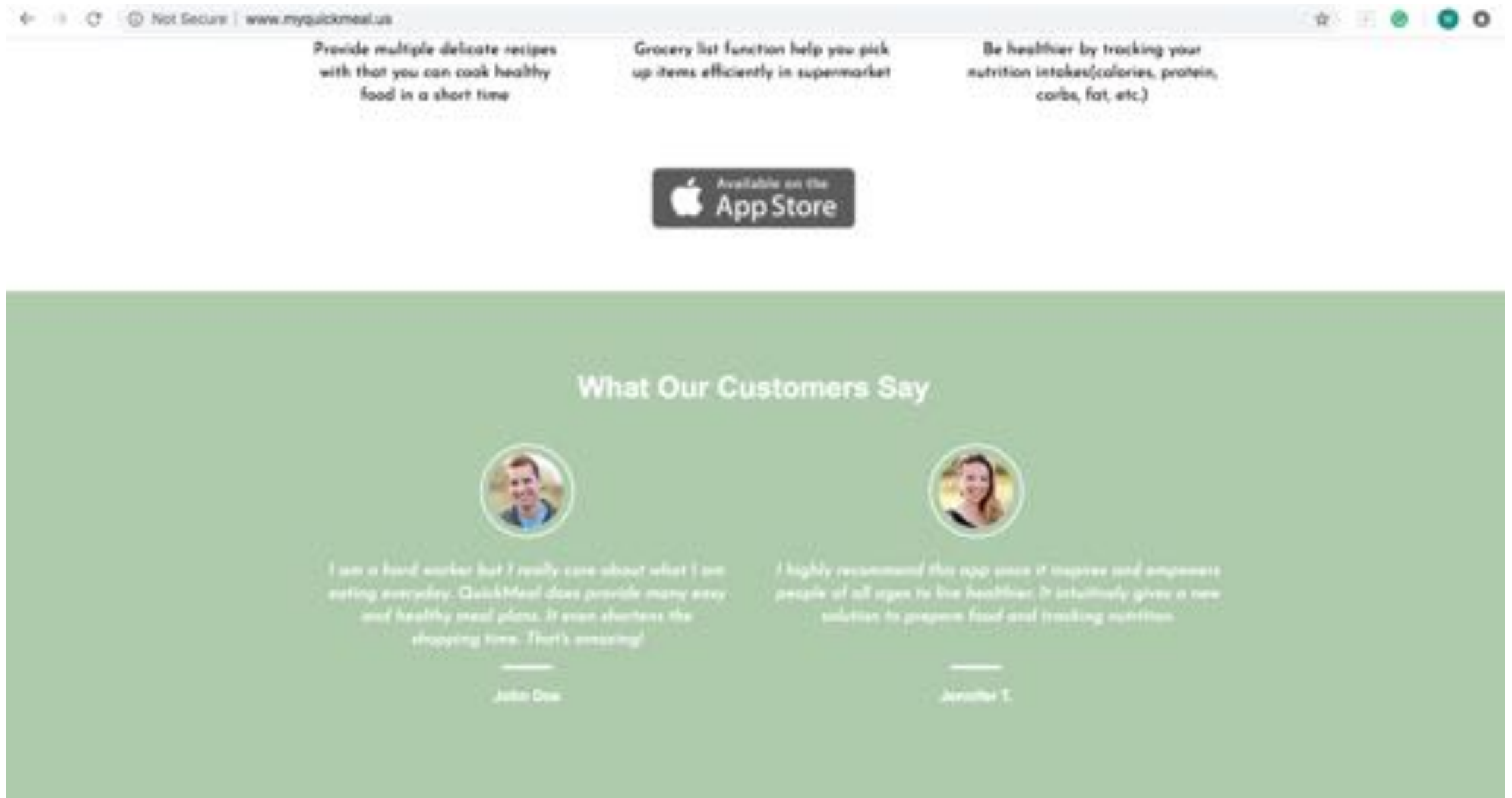
### Intake Calculation

Be healthier by tracking your nutrition intakes(calories, protein, carbs, fat, etc.)



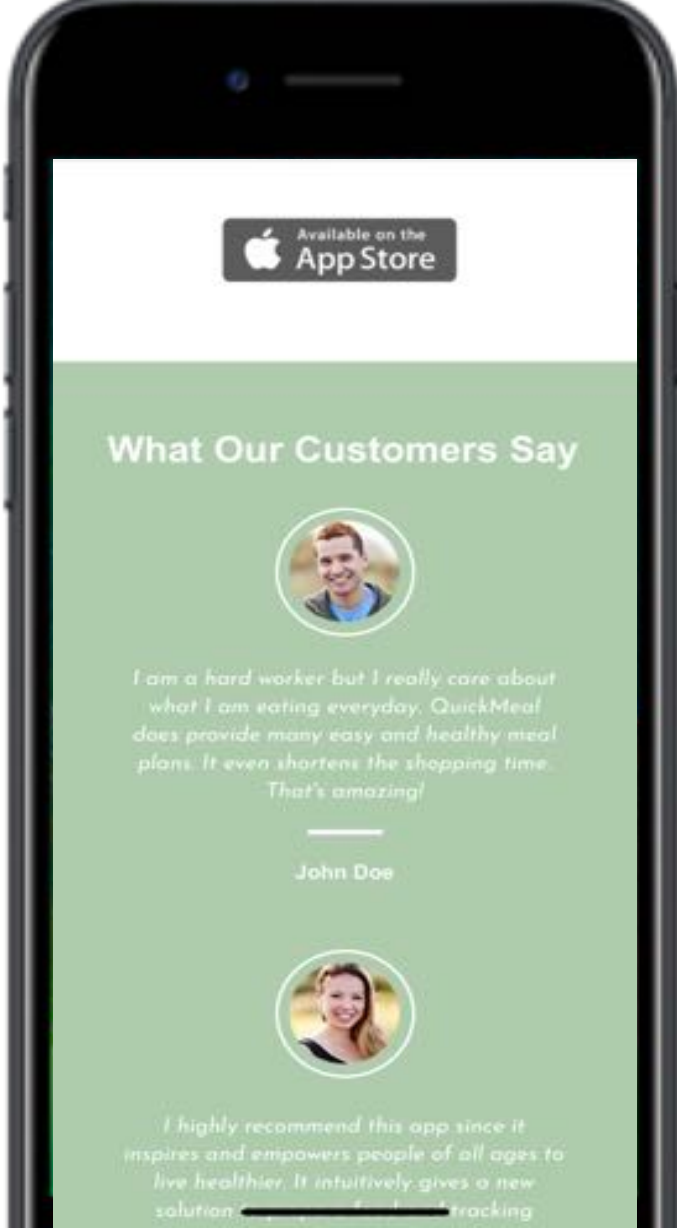
## What Our Customers Say

# Landing Page 1/3



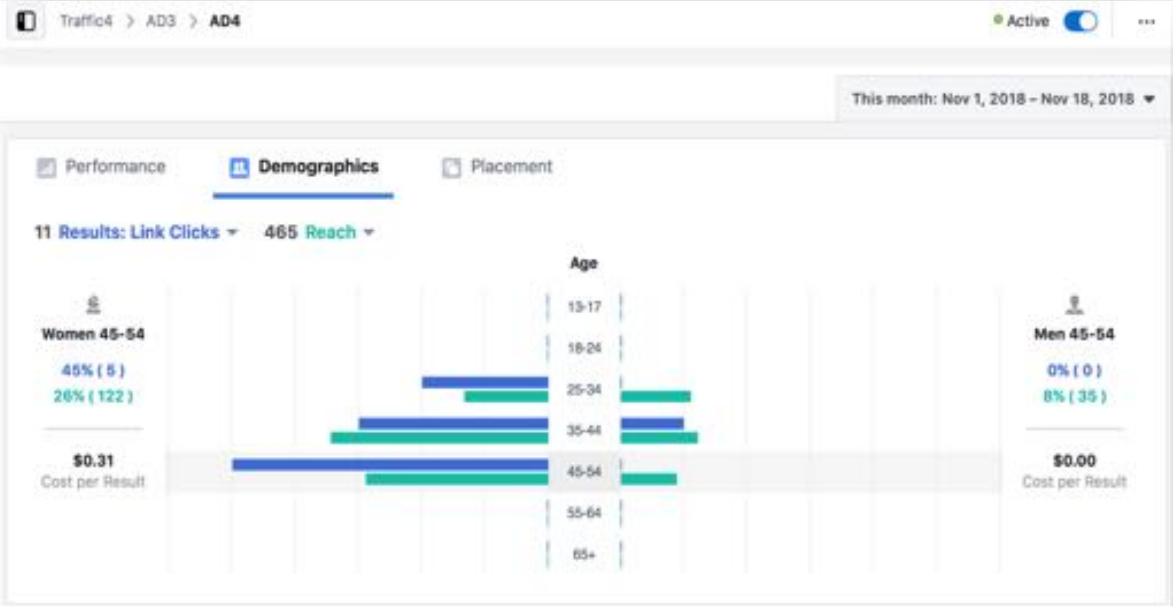


# Mobile View Landing Page



# Facebook Campaign Results


	Ad Name	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
	Ad Set	Ad Set	Ad Set						
	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 Clicks	347	356	\$4.21 Per Link Click	\$4.21	Nov 18, 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


Change URL

 <https://www.myquickmealus/>


Redirect all traffic to:

Permanent (301)


Apply



16  
visitors



2  
conversions



12.50%  
conversion rate

Created 14 days ago, updated about 3 hours ago, Last Published about 3 hours ago


No notes or details have been made about this page yet.  
[Edit Notes](#)

A/B Test Centre

Reset Stats

Preview Variants

Add Variant

Current Champion		Weight	Visitors	Views	Conversions	Conversion Rate	
<div></div> <div><div>First Variant</div><div>Updated about 3 hrs/1,000</div></div> <div><div>Edit</div><div></div></div>		100%	16	22	2	12.50%	

# Findings

- In second round, 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.