

A woman with blonde hair tied back is running on a sandy beach towards the camera. She is wearing a light pink tank top and white shorts. The ocean is visible in the background.

Sneak Preview Final Report

Blue State Digital + 12WBT
November 2013

Results of the Sneak Preview campaign.

- 1. Executive Summary**
- 2. Signup Data**
- 3. Site Traffic and Conversions**
- 4. Paid Media Results By Platform**
- 5. Landing Page Testing**
- 6. Email Performance**

Megan Hoelle
Senior Account Director

Alex Kennedy
Media Associate

Kathy Zhang
Associate Digital Analyst

Veronica Lee
Account Coordinator



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Executive Summary

Executive Summary - Sneak Preview Results

Overall, the sneak preview acquisition campaign was a huge success.

Our goal was to recruit 1,500 people who met your criteria into the sneak preview between 9/25 and 10/21.

In the end, we recruited 6,333 people into the sneak preview, of which 5,318 were accepted **beating our goal by 254%**.

Executive Summary - Sneak Preview Overview

6,333 Unique Signups

5,318 Accepted Signups

26.1% MB.com Conversion Rate

10.4% /sneakpreview Conversion Rate

\$20.31 Average Cost-per-Acquisition

56.4% of All Signups via Paid Media



2

Signup Data

Signup Data: Sneak Preview Landing Page

Michelle Bridges
12 WEEK Body TRANSFORMATION

Hi!

I'm Michelle Bridges.
And I'd love you on my team!

I'm inviting a select group from your state to enjoy an exclusive sneak preview of my life-changing 12 Week Body Transformation. Through my online program, I've transformed thousands of bodies and minds in Australia and now it's your turn.

We're starting October 21 - don't miss this opportunity to join my team!

Sign up now for the chance to experience a 5-week sneak preview of my program, absolutely free.

first name _____ last name _____
email address _____ zip _____

Sign up! >

Michelle Bridges
12 WEEK Body TRANSFORMATION

Great!

Now just a few more questions...

To be considered for this fall's sneak preview, I just need a little more info about you and your fitness goals. You're almost done!

What's your age? *
You must be 20 or older to take part in the sneak preview.
 20-29 30-39 40-49 50+

Which of the following would you say was true about yourself?

I have tried other weight loss or fitness programs but nothing has worked for me.
 I'm interested in learning about healthy eating and I cook at home!
 I currently have a specific weight loss goal.

In just a few words, tell me why you want to be a part of this sneak preview:

Lastly, are you pregnant or breastfeeding? *

Yes? Congratulations! Unfortunately, we're not able to offer the sneak preview to recent moms or moms-to-be but stay tuned for the New Year when we'll have a program designed just for you!
 Yes No

I'm in! >

* denotes required field

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Michelle Bridges
12 WEEK Body TRANSFORMATION

Thanks!

We'll let you know if you've been selected for the sneak preview real soon!

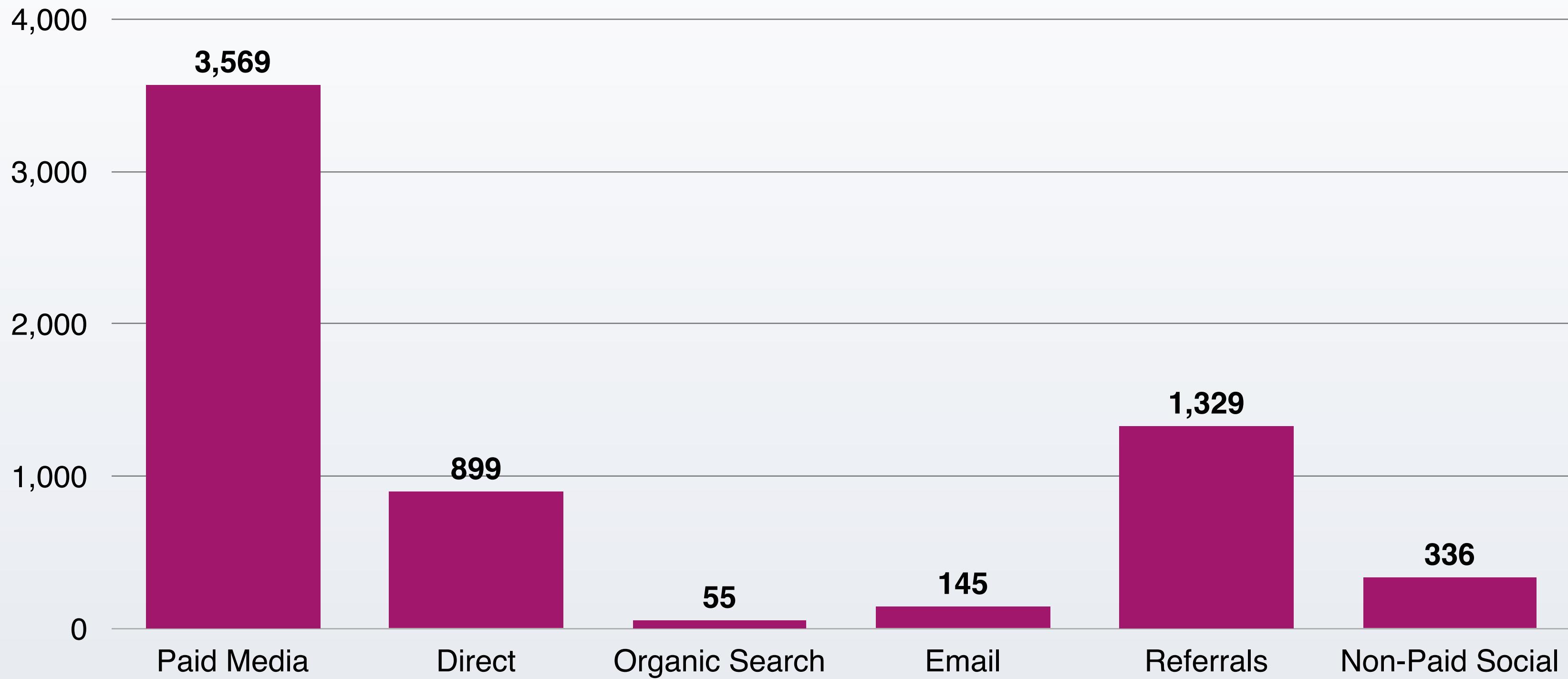
I've always found that you'll be much more successful in my program (and have way more fun!) if you have friends along for the ride. So go find a buddy to sign up with you!

Invite a friend or two (or three!) to take part in my sneak preview:

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Signup Data: Source



Signup Data: Total Signups from Target Markets

401 (6.3%) New York, NY

197 (3.1%) Los Angeles, CA

135 (2.1%) Chicago, IL

116 (1.8%) Houston, TX

Signup Data: Southern California

Signups from Los Angeles County (1,123) and Orange County (159) made up 20.2% of all signups.

Signup Data: New York City

**Signups from Manhattan and
the outer boroughs of New York
(1,250) made up 19.7% of all
signups.**

Signup Data: Top Ten Locations (of Accepted Participants)

329 New York, NY

164 Los Angeles, CA

108 Chicago, IL

105 Brooklyn, NY

94 Houston, TX

47 Beverly Hills, CA

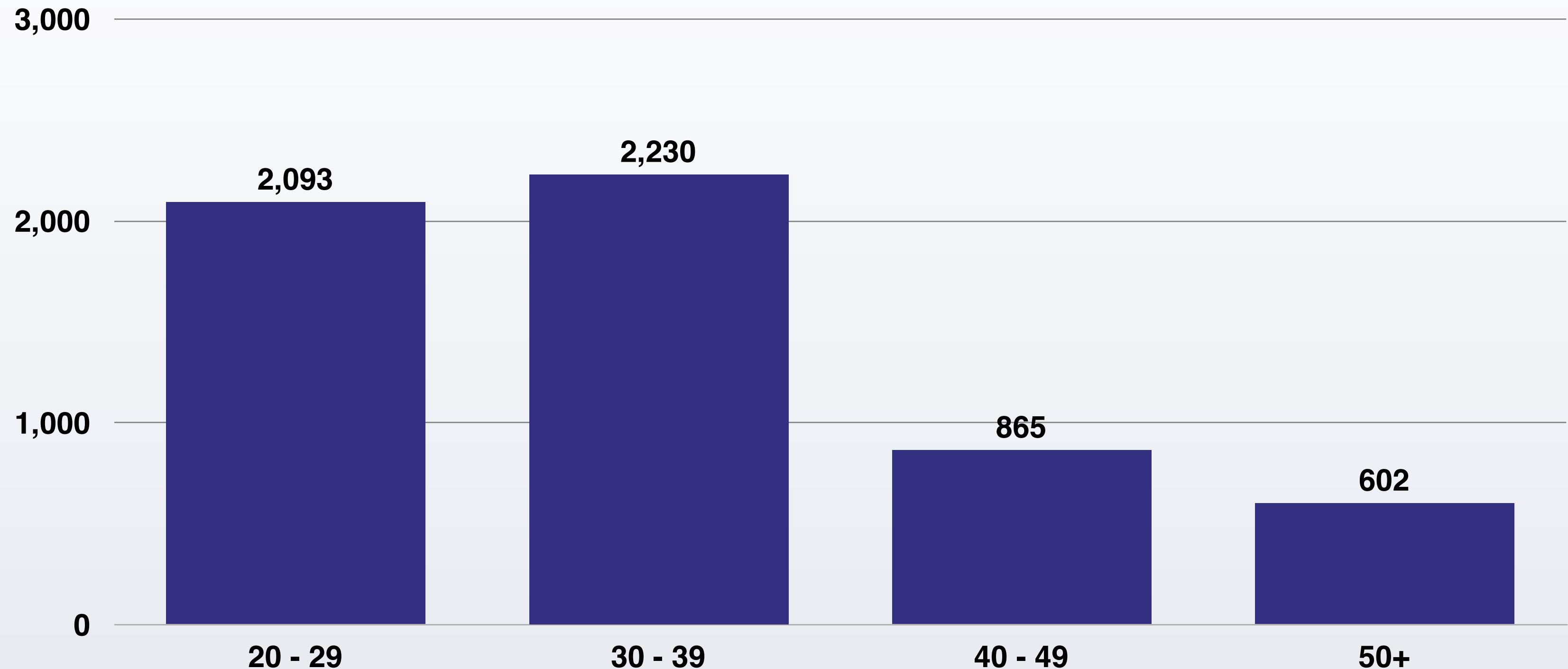
47 Jacksonville, FL

47 San Francisco, CA

38 Washington, DC

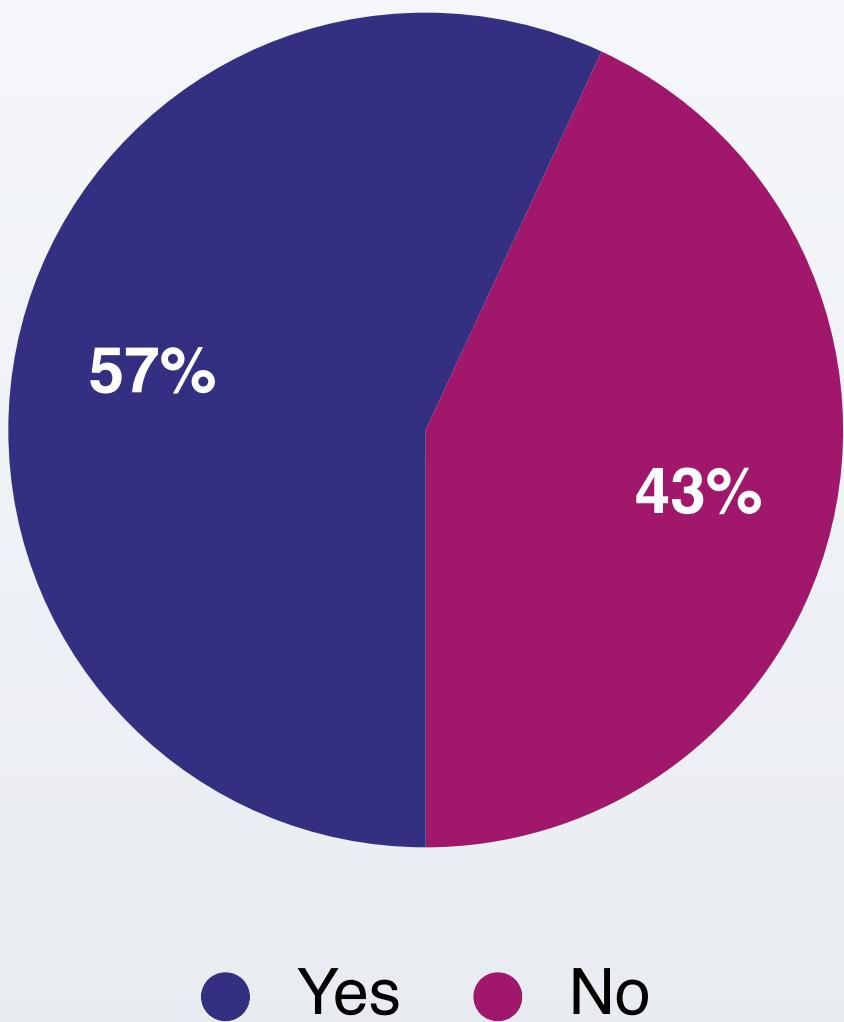
33 Las Vegas, NV

Signup Data: Age Breakdown

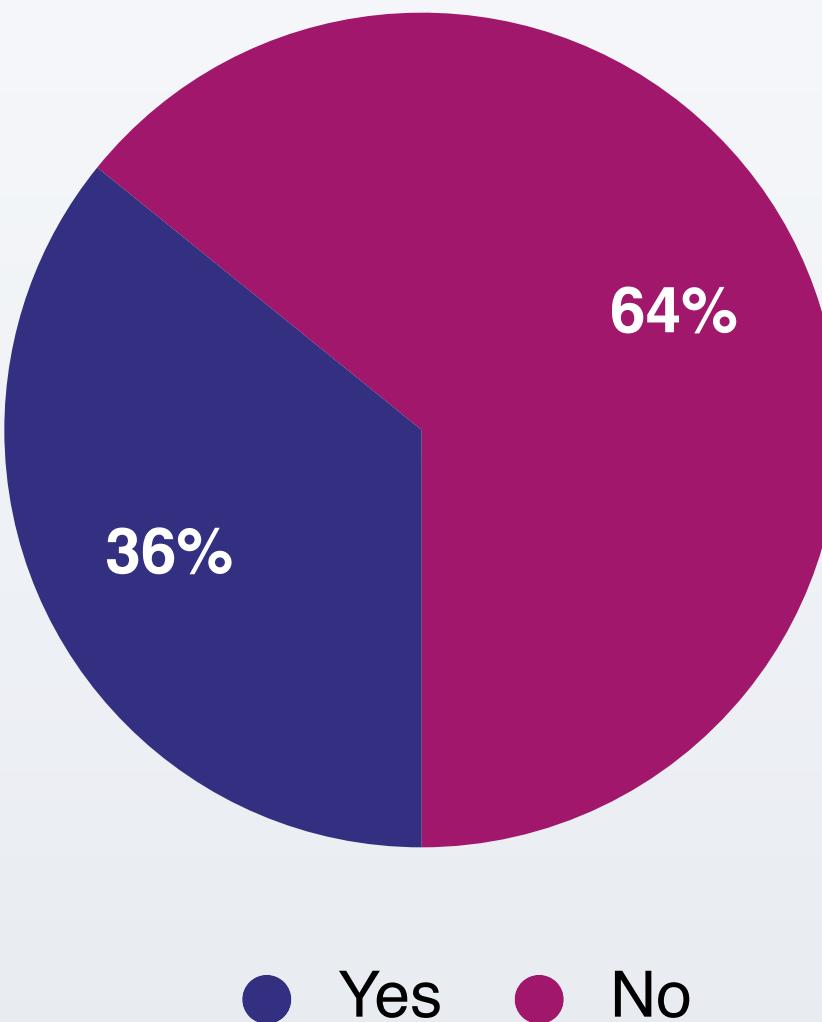


Signup Data: Which of the following is true about yourself?

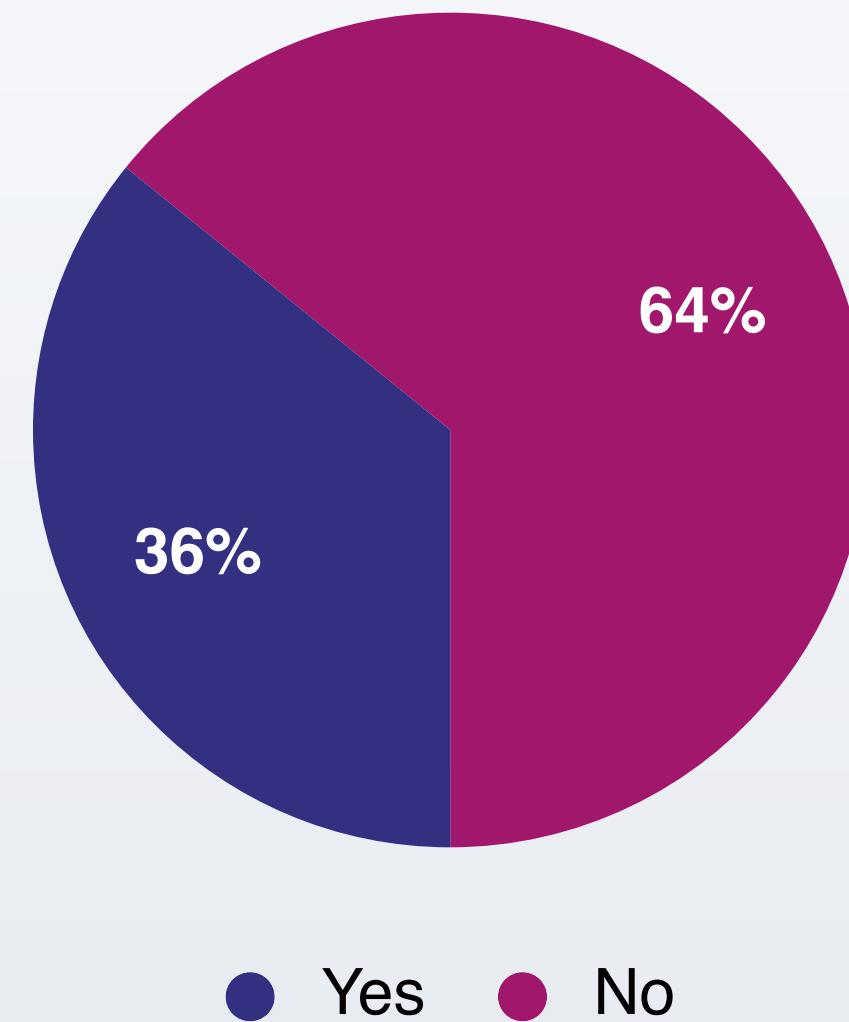
I currently have a specific weight loss goal.



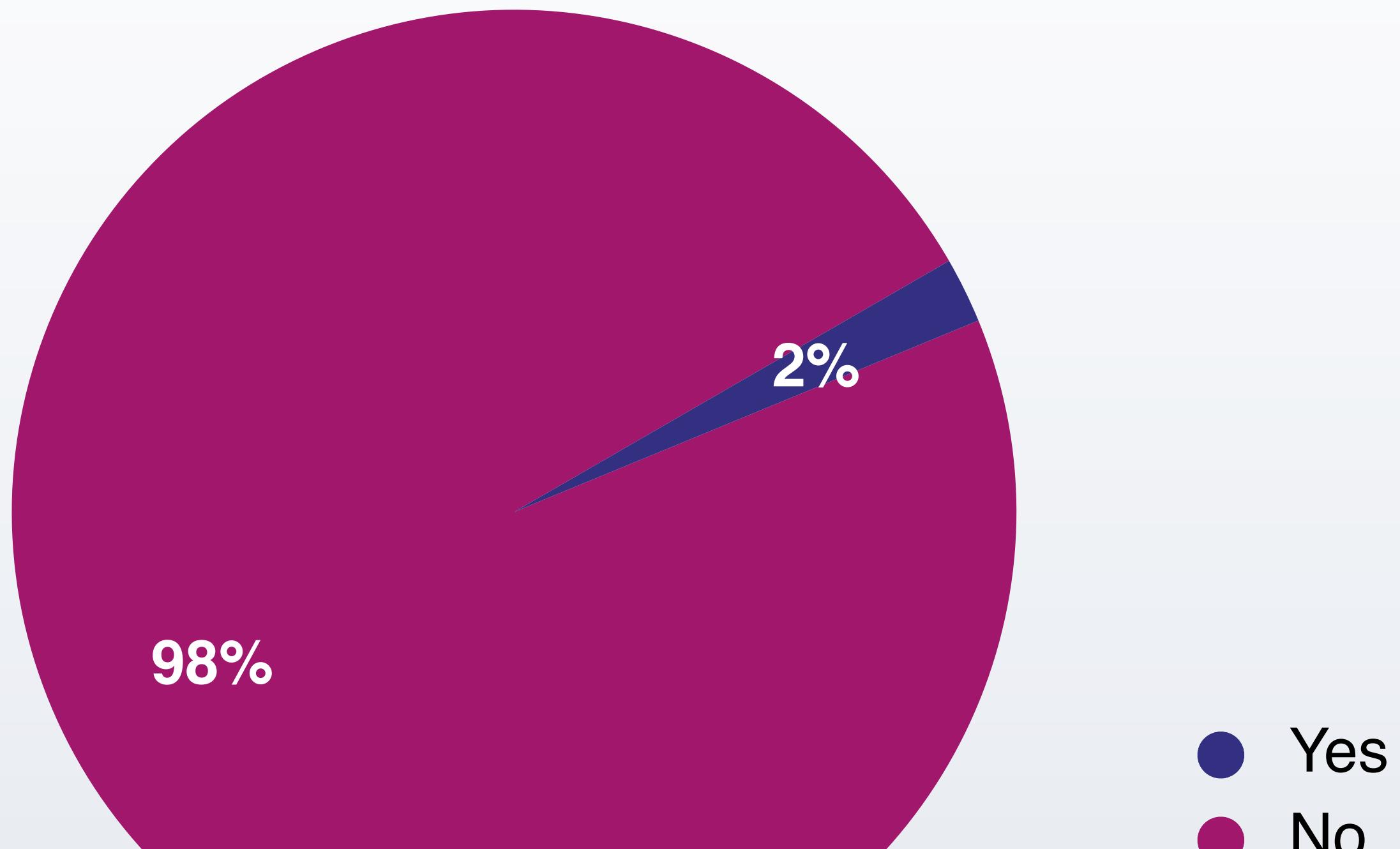
I am interested in learning about healthy eating and I cook at home!



I have tried other weight loss or fitness programs but nothing has worked for me.



Signup Data: Are you pregnant or breastfeeding?



When we asked people why they wanted to join your program, the response was overwhelming...

“I recently had two kids and picked up a lot of weight. I’m ready to lose the pounds and start a healthy lifestyle.”

“My sister in Australia has lost 15 kg using your program. I want the same results here in the USA!”

“I am a mother of 2 beautiful toddler girls, and I am afraid that if I don’t lose this excess weight, I won’t there for them like a mother should be.”

“I’m 63 and in a work-out rut.”

“I work out regularly, but healthy eating is my downfall.”

“Ever since Hurricane Katrina relocated me to Michigan, my weight has been out of control. I did a lot of emotional eating. I’ve tried meal plans, I’ve tried fad diets...I’m just ready to become the me that I want to be.”

“I am a college student and the freshman fifteen, well more like the freshman twenty-five, definitely happened.”

A woman in a pink tank top and grey pants is practicing yoga on a beach. She is in a wide plank pose with her arms extended forward and hands clasped. Her legs are bent at the knees, and she is looking towards the horizon. The ocean is visible in the background under a clear sky.

3

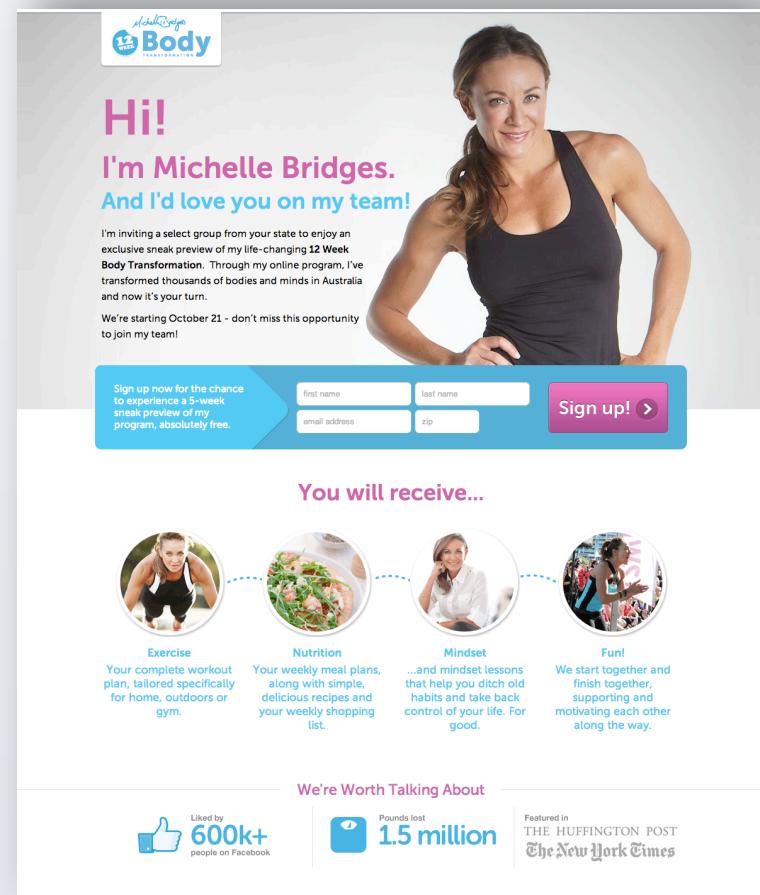
Site Traffic and Conversions

Site Traffic and Conversions

**1,374 Unique Pageviews
on MB.com**



**54,781 Unique Pageviews
on Sneakpreview**



Site Traffic and Conversions

5,807 /sneakpreview Signups

10.4% /sneakpreview Conversion Rate

359 MB.com Signups

26.1% MB.com Conversion Rate

104 Lightbox Signups

63 Other Signups

A woman with long brown hair, wearing a dark top with light blue trim, smiling at the camera.

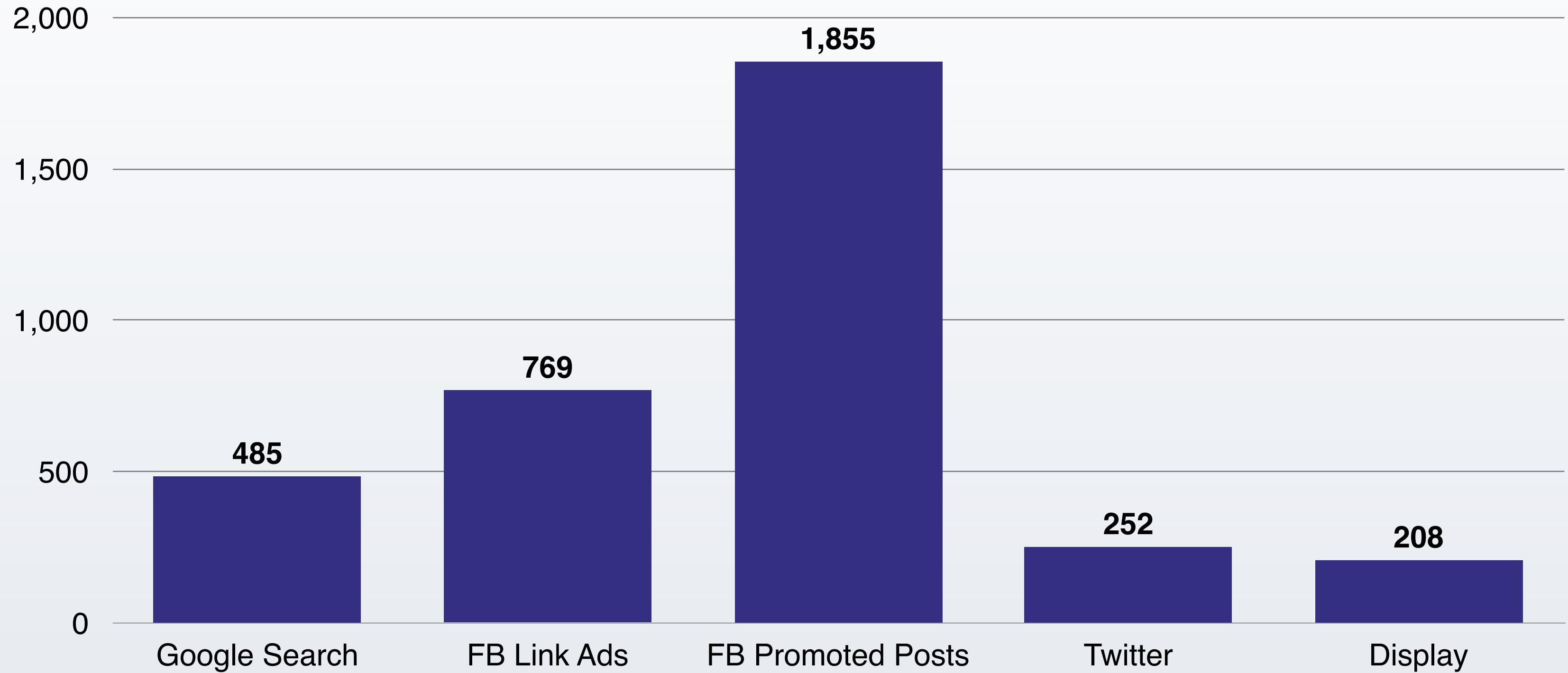
4

Paid Media Results By Platform

Paid Media: Results

Platform	Clicks	Impressions	CTR	Spend	Conversions	CPA
Google Search	15,683	2,557,345	0.61%	\$22,733	485	\$46.87
Facebook Link Ads	11,286	32,222,430	0.04%	\$8,555	769	\$11.12
Facebook Promoted Posts	53,564	5,780,506	0.93%	\$14,445	1,855	\$7.79
Twitter	31,700	1,630,000	1.94%	\$14,357	252	\$56.97
Display	18,280	3,540,665	0.52%	\$12,396	208	\$59.60
Total	130,513	45,730,946	0.29%	\$72,486	3,569	\$20.31

Paid Media: Conversions by Platform



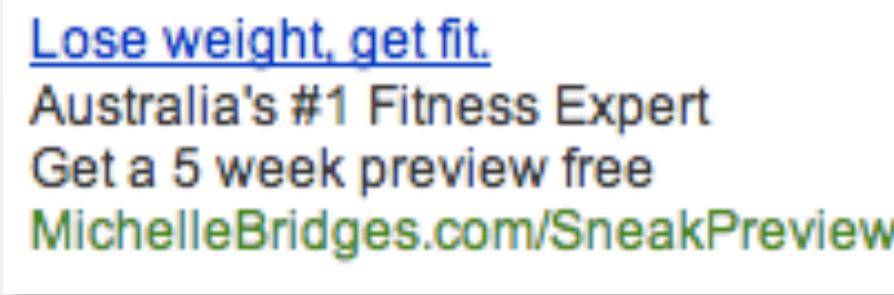
Paid Media: Results

Facebook Promoted Posts delivered the most conversions at the lowest cost-per-acquisition, yielding 1,855 signups at a \$7.79 CPA.

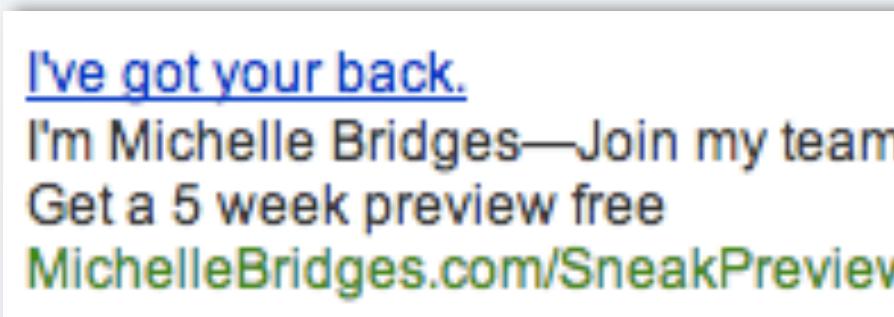
Paid Media Platform: Google Paid Search

Campaign	Clicks	Impressions	CTR	Spend	Conversions	CPA
Branded	3,331	732,272	0.45%	\$10,187	200	\$50.94
Non-Branded	12,351	1,825,073	0.68%	\$12,543	285	\$44.01
Total	15,682	2,557,345	0.61%	\$22,730	485	\$46.87

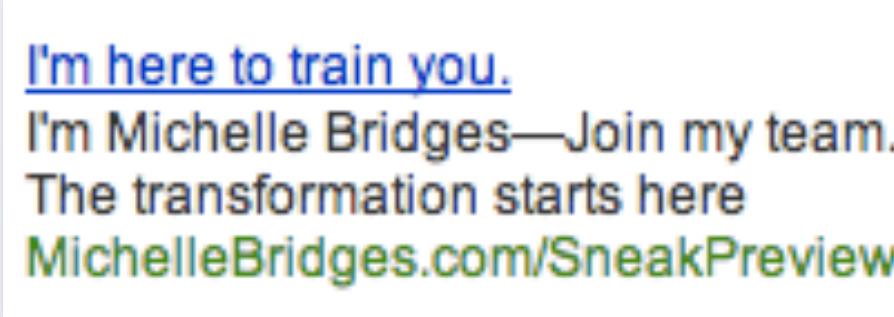
Paid Media Platform: Google Paid Search



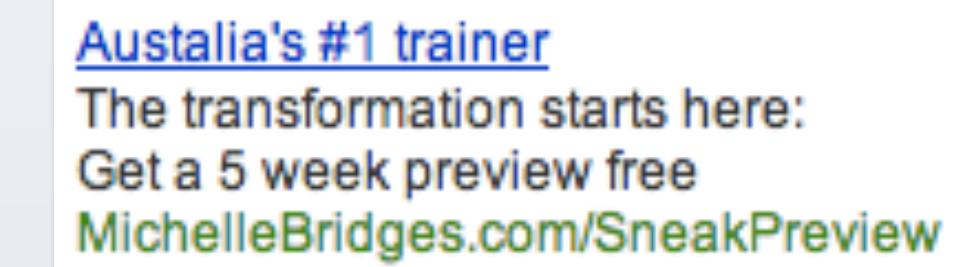
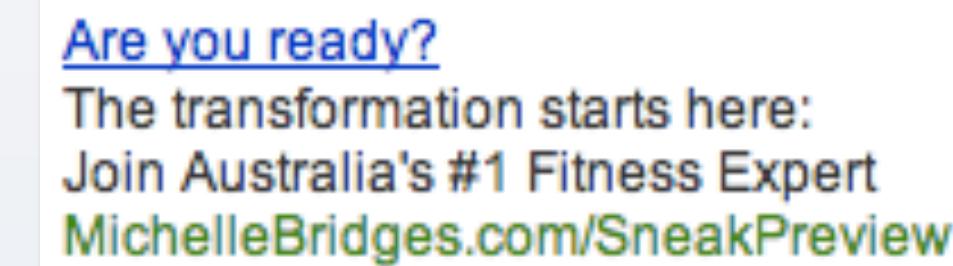
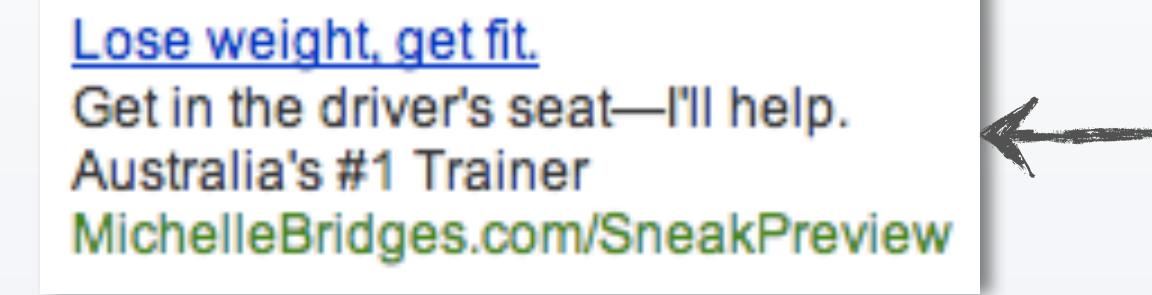
69 signups



66 signups



59 signups



These posts registered 0 signups

Paid Media Platform: Google Paid Search

Top Non-Branded Keywords

31 diet

18 exercise programs

17 healthy diet

15 fitness exercise

13 how to lose belly fat

10 fastest way to lose weight

9 exercise videos

7 exercise routine

7 fitness workout

6 workout plans

Paid Media Platform: Google Paid Search

Top Branded Keywords

5 michelle bridge

5 +12wbt

5 12 wbt

2 michele bridges

2 michellebridges

2 michelle briges

1 michelle bridges diet

1 michelle bridges 12 week transformation

1 michelle bridges program

1 michelle bridges body transformation

Paid Media: Google Paid Search

In all ways, the Non-Branded campaign outperformed the Branded campaign, proving that there's a lot of work to do to build brand awareness.

Paid Media Platform: Facebook Link Ads

<p>Australia's #1 trainer. michellebridges.com</p> <p>Delicious meal plans, workouts and mindset lessons to change your life. Try 5 weeks free.</p> <p>9,006 people like this.</p>	<p>1.</p> <p>0.037% CTR 3,791 clicks</p>	<p>Try 5 weeks free. michellebridges.com</p> <p>Australia's #1 Fitness Expert, now in the U.S. Preview the 12 Week Body Transformation!</p> <p>9,032 people like this.</p>	<p>4.</p> <p>0.035% CTR 677 clicks</p>
<p>Lose weight, get fit. michellebridges.com</p> <p>Hi! I'm Michelle Bridges, & I want to train you. Preview my 12 Week Body Transformation!</p> <p>9,032 people like this.</p>	<p>2.</p> <p>0.035% CTR 2,310 clicks</p>	<p>I've got your back. michellebridges.com</p> <p>I'm Michelle Bridges, and I can't wait to get started. Join my team and let's work it!</p> <p>9,032 people like this.</p>	<p>0.034% CTR 497 clicks</p>
<p>Try 5 weeks free. michellebridges.com</p> <p>No pills. No short cuts. Just hard work, healthy eating and a whole lot of support.</p> <p>9,006 people like this.</p>	<p>3.</p> <p>0.035% CTR 1,782 clicks</p>	<p>Lose weight, get fit. michellebridges.com</p> <p>Meal plans, workouts and mindset lessons to change your life from Australia's #1 trainer.</p> <p>9,032 people like this.</p>	<p>0.033% CTR 2,229 clicks</p>

Paid Media Platform: Facebook Promoted Posts

Promoted Post Set	Date Reference	Clicks	Impressions	CTR	Avg. CPC	Spend
Coming to America	26-Sep	5,344	1,519,316	0.35%	\$0.29	\$1,542
I've Got your Back	30-Sep	222	12,584	1.76%	\$0.1	\$22
Workout Buddy	2-Oct	12,988	410,163	3.17%	\$0.25	\$3,251
Lets Get Started	3-Oct	1,099	114,021	0.96%	\$0.47	\$520
Lose Weight, Get Fit	3-Oct	11,362	651,918	1.74%	\$0.29	\$3,323
Healthy Never Tasted So Good	11-Oct	4,354	491,915	0.89%	\$0.28	\$1,212
Breakfast Shouldn't Be Boring	13-Oct	1,222	339,652	0.36%	\$0.29	\$353
Pancakes Not Pounds	13-Oct	4,041	248,787	1.62%	\$0.25	\$1,022
Make Yourself Proud	18-Oct	7,398	433,580	1.71%	\$0.19	\$1,384
Start and Finish Together	18-Oct	3,064	1,214,615	0.25%	\$0.27	\$820
Final Day posts	20-Oct	2,470	343,829	0.72%	\$0.4	\$996
Totals	-	53,564	5,780,380	0.93%	\$0.27	\$14,445

Paid Media Platform: Facebook Promoted Posts

Top 5 Posts

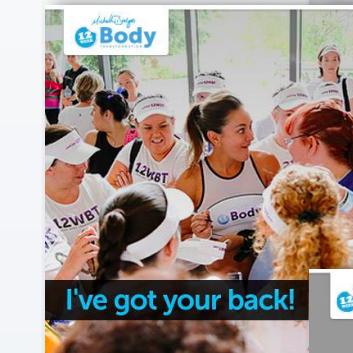
3.17% CTR

Workout Buddy



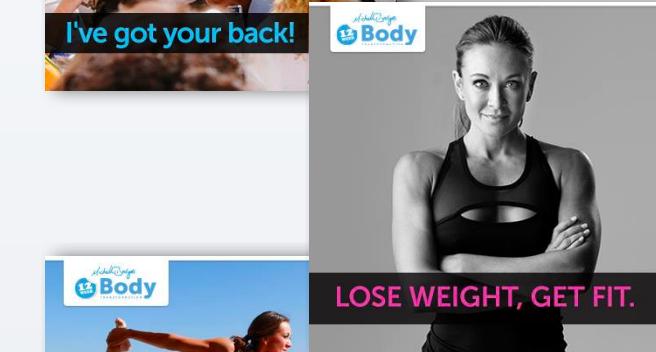
1.76% CTR

I've Got Your Back



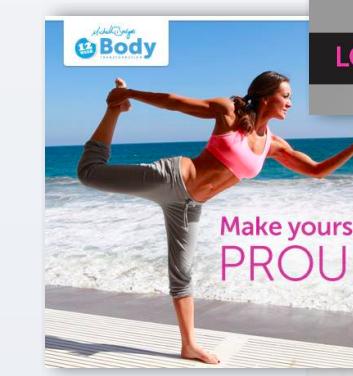
1.74% CTR

Lose Weight, Get Fit



1.71% CTR

Make Yourself Proud



1.62% CTR

Pancakes Not Pounds



Paid Media Platform: Promoted Tweets

Promoted Post Set	Clicks	Impressions	CTR	CPC	Spend
Promoted Tweet - @LVMorningBlend	219	7,698	2.84%	\$0.85	\$187
Promoted Tweets - General - US	18,660	845,410	2.21%	\$0.36	\$6,625
Promoted Tweets - NYC Market	2,225	116,389	1.91%	\$0.45	\$1,000
Promoted Tweets - @GDLA	1,776	99,373	1.79%	\$0.56	\$1,000
Promoted Tweet - @dailybuzztv	156	9,734	1.60%	\$1.22	\$190
Promoted Tweets - General - Target Markets	1,920	125,122	1.53%	\$0.68	\$1,311
Promoted Tweets - 12WBT - General - Target Markets	6,144	400,707	1.53%	\$0.60	\$3,659
Promoted Tweets - @WendyLowySloane	176	12,115	1.45%	\$1.05	\$184
Promoted Tweet - @healthmediagal1	176	12,425	1.42%	\$1.14	\$200
Total	31,452	1,628,973	1.93%	\$0.46	\$14,356

Paid Media Platform: Promoted Tweets

General - US:



Michelle Bridges @MishBridges 30 Sep 2013
I'm Michelle Bridges, & I'm coming to America to train you. Join my team and let's smash it! michellebridges.com/sneakpreview?u...

Michelle Bridges @MishBridges 30 Sep 2013
Try my 12 Week Body Transformation! No pills or shortcuts, just hard work, healthy eating & a ton of support. michellebridges.com/sneakpreview?u...

2.29% CTR

9,980 clicks

2.19% CTR

8,416 clicks

NYC Market:



Michelle Bridges @MishBridges 2 Oct 2013
New Yorkers, what's for #dinner tonight? Set a goal to eat amazing food that makes you feel your BEST! Xxx michellebridges.com/sneakpreview/?...

1.93% CTR

2,228 clicks

@GDLA



Michelle Bridges @MishBridges 2 Oct 2013
Had a FAB time with the crew at @GDLA on Monday! Are you ready to join my American team? Sign up! michellebridges.com/sneakpreview/?...

1.62% CTR

1,012 clicks

Paid Media Platform: Promoted Tweets

Promoted Tweets yielded only 254 signups at a high CPA of \$56.97. However, it had the highest average engagement with a 1.94% CTR.

Paid Media Platform: Display Ads

Promoted Post Set	Clicks	Impressions	CTR	CPC	Spend
Fitness Instruction & Personal Training	338	35,602	0.95%	\$0.72	\$242
Women's Interests	2,874	387,525	0.74%	\$0.55	\$1,590
Health & Fitness Buffs	13,849	2,822,400	0.49%	\$0.69	\$9,495
Gyms & Health Clubs	181	38,206	0.47%	\$0.87	\$157
Bodybuilding	745	181,004	0.41%	\$0.86	\$638
Yoga & Pilates	166	42,987	0.39%	\$0.92	\$152
Fitness Equipment & Accessories	120	32,673	0.37%	\$0.98	\$117
Total	18,273	3,540,397	0.52%	\$0.68	\$12,391

Paid Media Platform: Display Ads

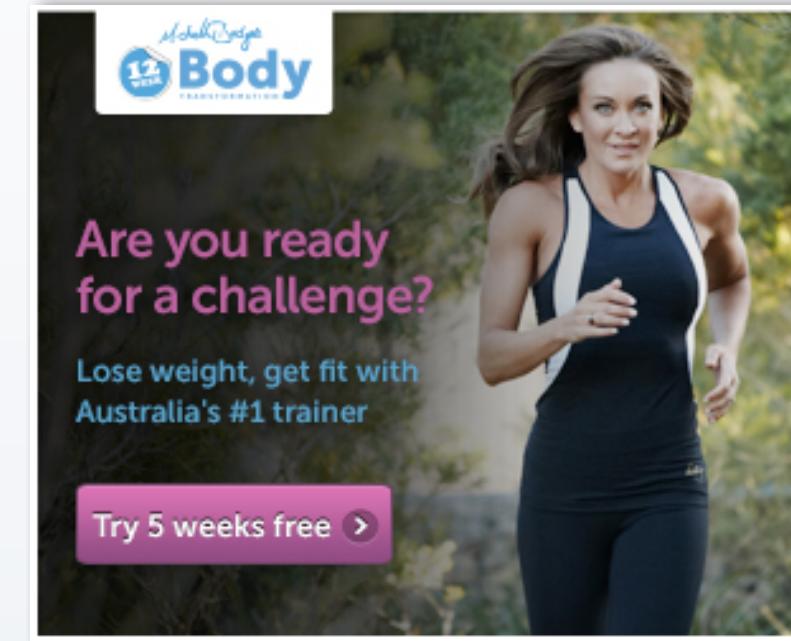
The “Fitness Instruction & Personal Training” audience segment yielded the **highest engagement rate** at a 0.95% CTR.

Paid Media Platform: Display Ads

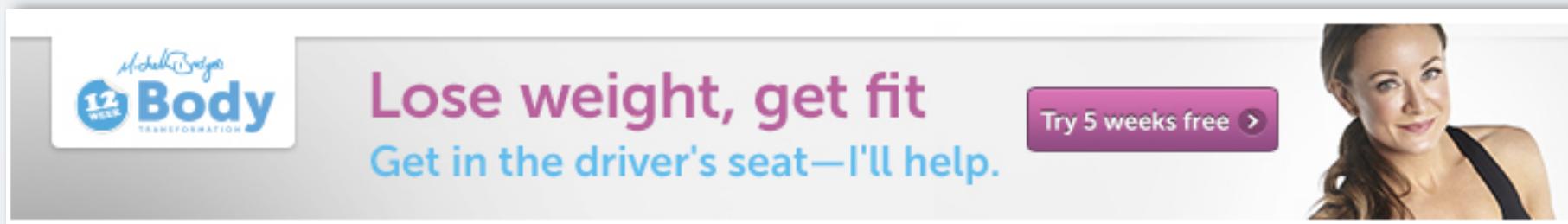
Best Performing



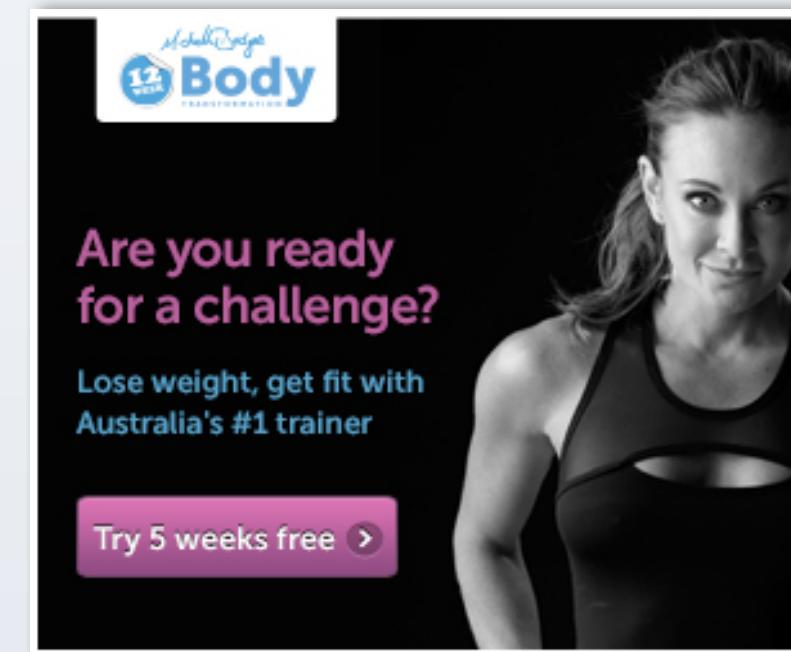
57 signups, 0.47% CTR



45 signups, 0.60% CTR



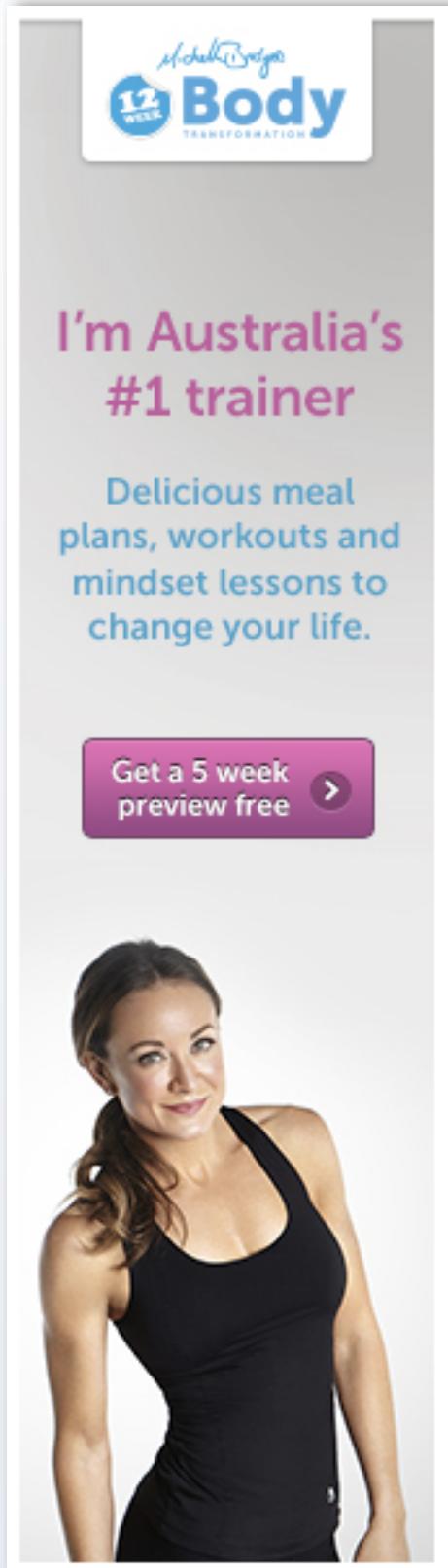
38 signups, 0.57% CTR



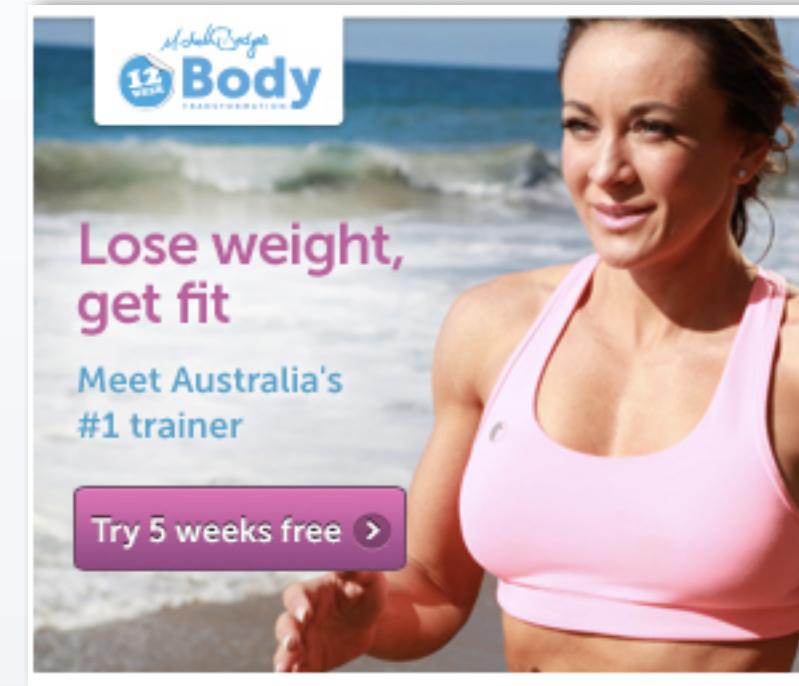
25 signups, 0.57% CTR

Paid Media Platform: Display Ads

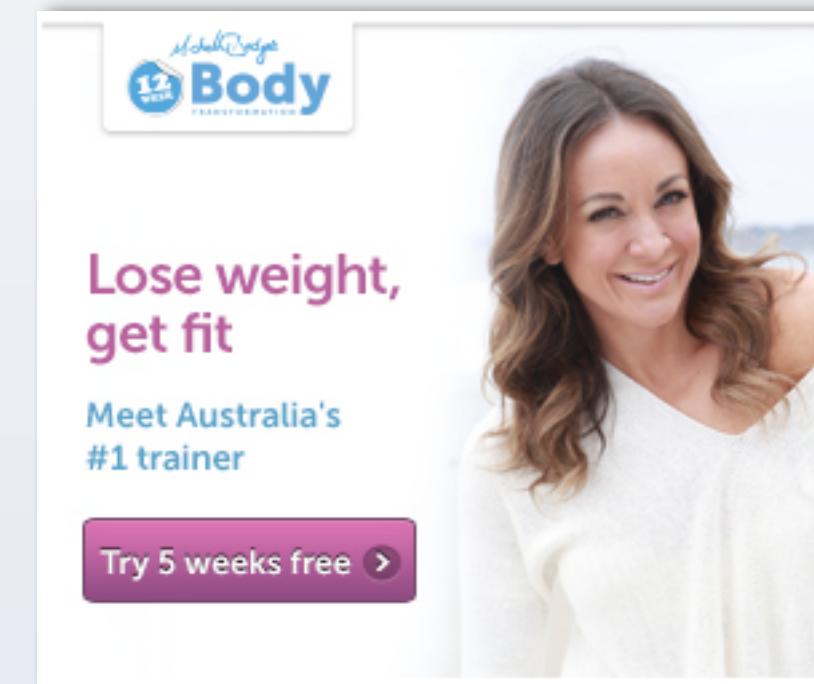
Worst Performing



**18 signups,
0.36% CTR**



**13 signups
0.56% CTR**



**4 signups
0.56% CTR**

Paid Media Platform: Display Ads (Select Placements)

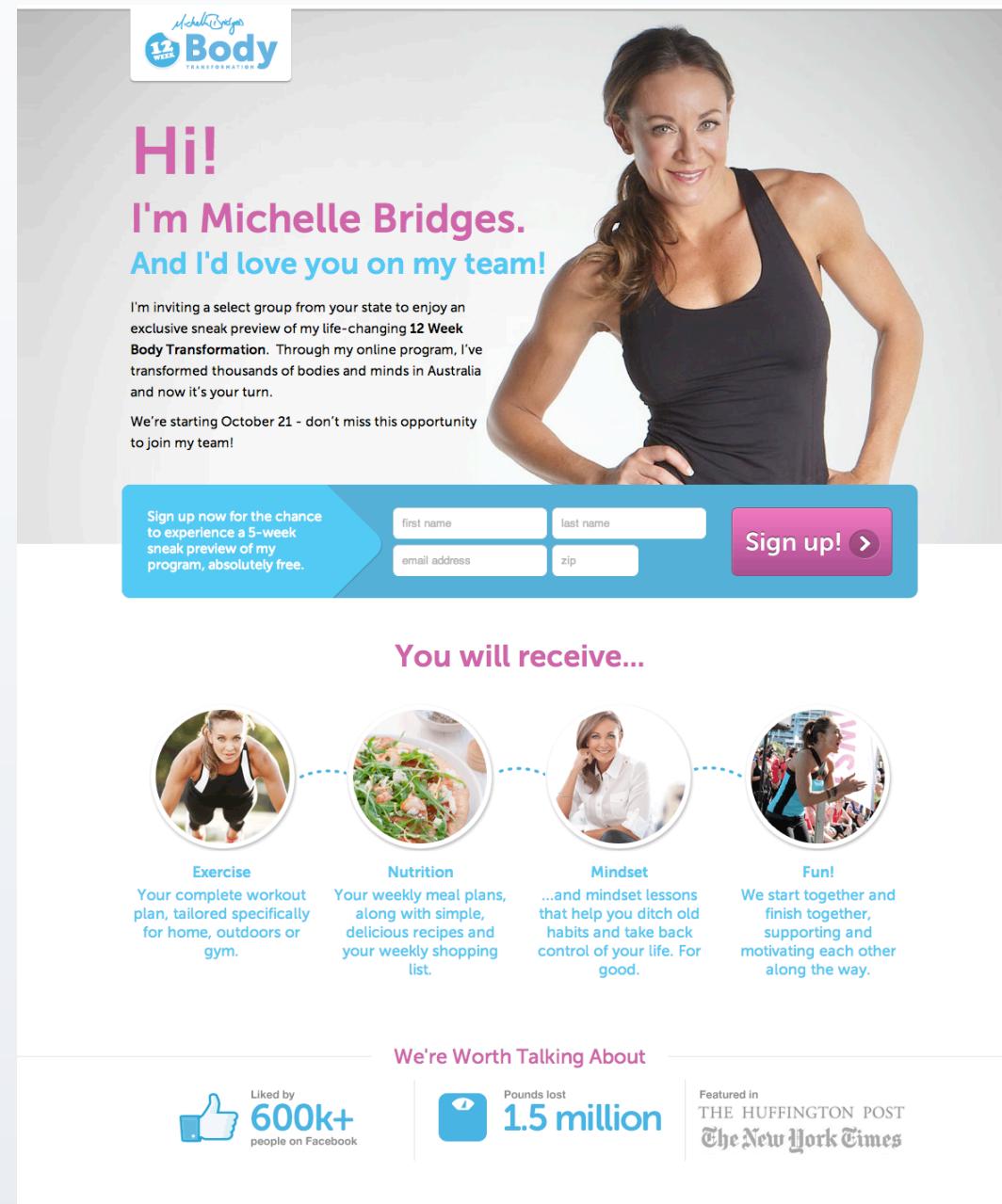
- 7 signups** myfitnesspal.com
- 6 signups** blogspot.com
- 3 signups** mystore411.com
- 3 signups** skinnyms.com
- 3 signups** accuweather.com
- 2 signups** oxygenmag.com

A woman in a white tank top and black pants is dancing on a stage in front of a large crowd. She has her arms raised and is shouting. The background is a blurred image of a large audience in a gymnasium.

5

Landing Page Testing

Landing Page Testing: Overview



Hi!
I'm Michelle Bridges.
And I'd love you on my team!

I'm inviting a select group from your state to enjoy an exclusive sneak preview of my life-changing 12 Week Body Transformation. Through my online program, I've transformed thousands of bodies and minds in Australia and now it's your turn.

We're starting October 21 - don't miss this opportunity to join my team!

Sign up now for the chance to experience a 5-week sneak preview of my program, absolutely free.

first name last name
email address zip

Sign up! >

You will receive...

Exercise Your complete workout plan, tailored specifically for home, outdoors or gym.

Nutrition Your weekly meal plans, along with simple, delicious recipes and your weekly shopping list.

Mindset ...and mindset lessons that help you ditch old habits and take back control of your life. For good.

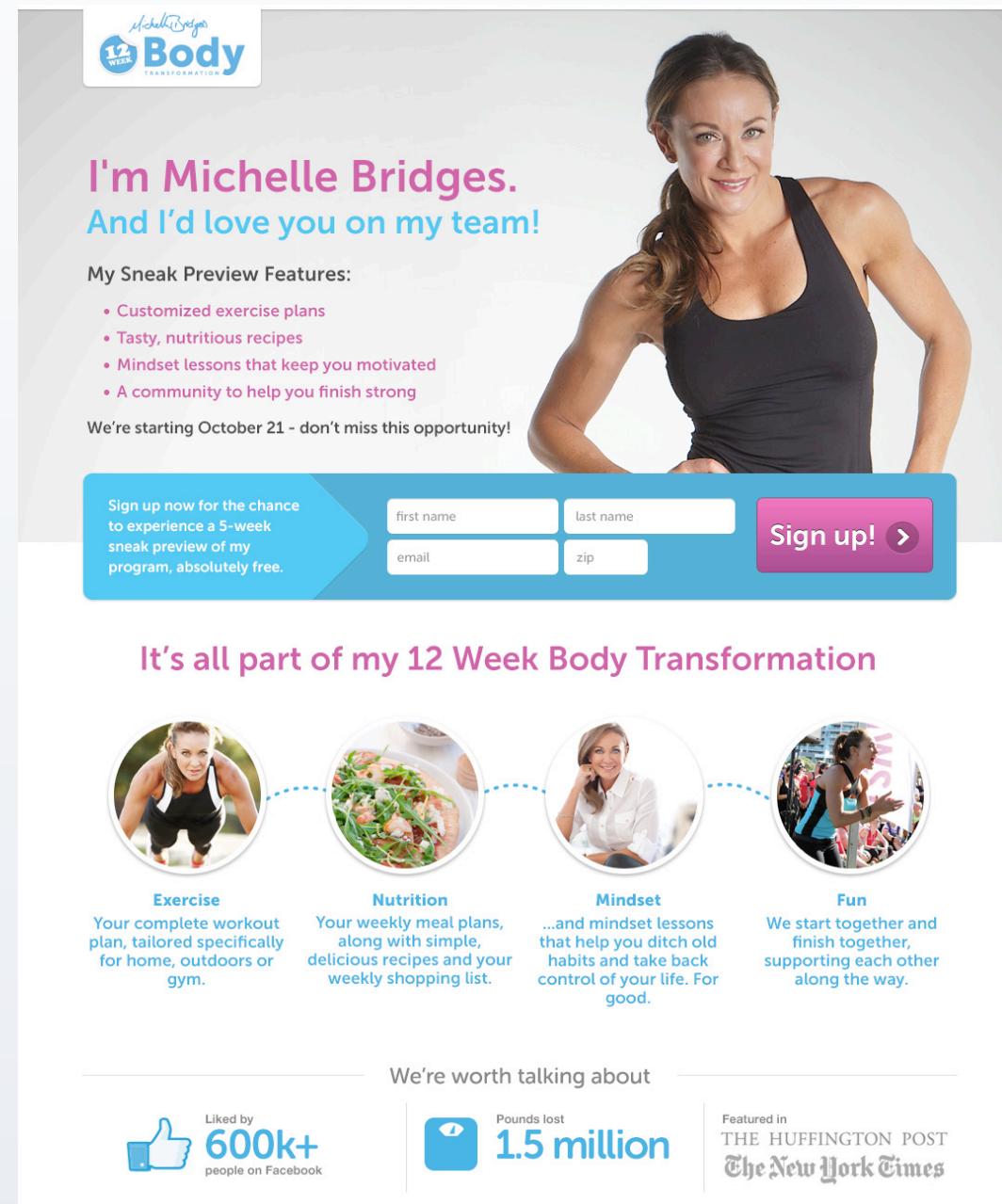
Fun! We start together and finish together, supporting and motivating each other along the way.

We're Worth Talking About

Liked by 600k+ people on Facebook

Pounds lost 1.5 million

Featured in THE HUFFINGTON POST The New York Times



I'm Michelle Bridges.
And I'd love you on my team!

My Sneak Preview Features:

- Customized exercise plans
- Tasty, nutritious recipes
- Mindset lessons that keep you motivated
- A community to help you finish strong

We're starting October 21 - don't miss this opportunity!

Sign up now for the chance to experience a 5-week sneak preview of my program, absolutely free.

first name last name
email zip

Sign up! >

It's all part of my 12 Week Body Transformation

Exercise Your complete workout plan, tailored specifically for home, outdoors or gym.

Nutrition Your weekly meal plans, along with simple, delicious recipes and your weekly shopping list.

Mindset ...and mindset lessons that help you ditch old habits and take back control of your life. For good.

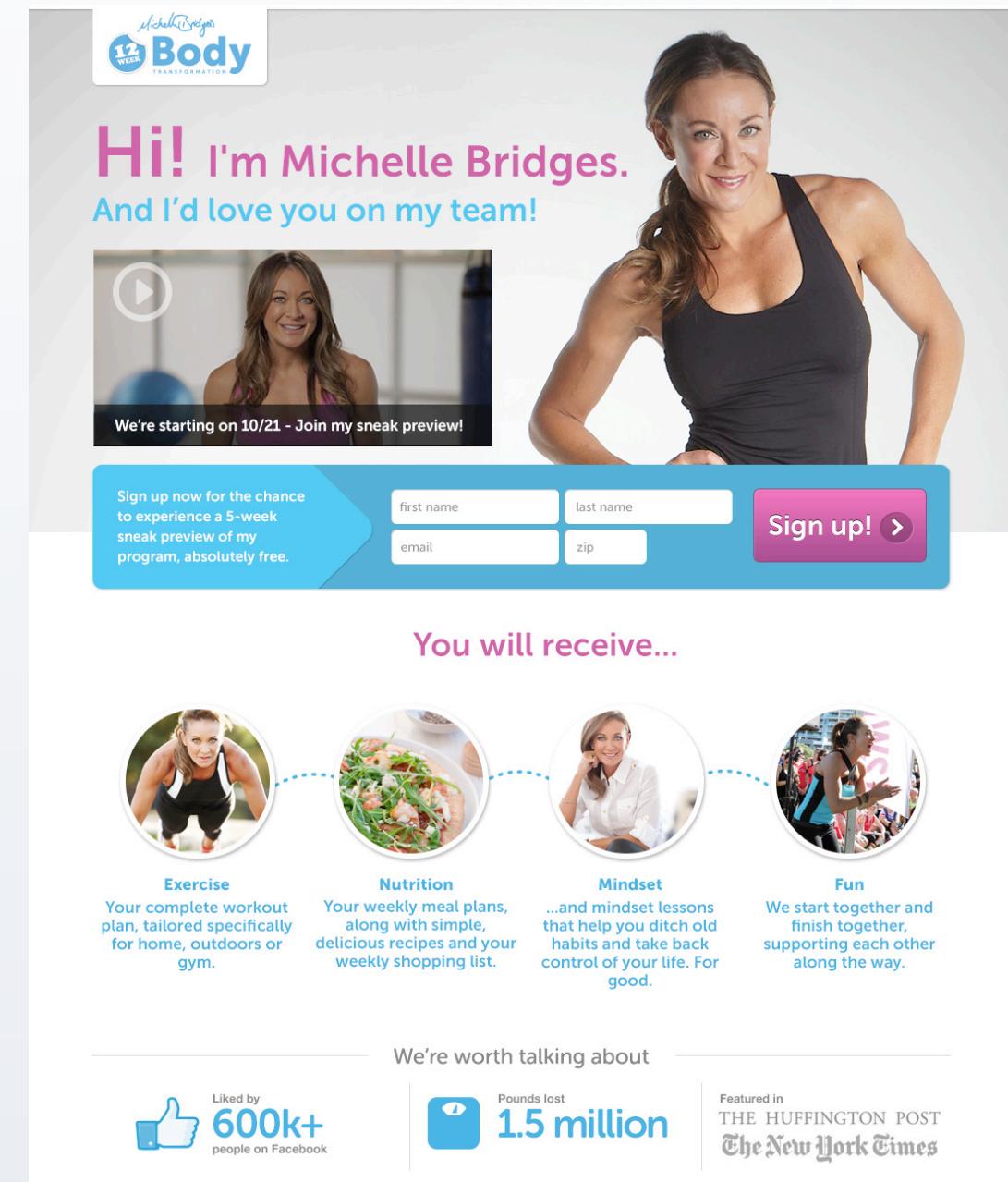
Fun! We start together and finish together, supporting each other along the way.

We're worth talking about

Liked by 600k+ people on Facebook

Pounds lost 1.5 million

Featured in THE HUFFINGTON POST The New York Times



Hi! I'm Michelle Bridges.
And I'd love you on my team!

We're starting on 10/21 - Join my sneak preview!

Sign up now for the chance to experience a 5-week sneak preview of my program, absolutely free.

first name last name
email zip

Sign up! >

You will receive...

Exercise Your complete workout plan, tailored specifically for home, outdoors or gym.

Nutrition Your weekly meal plans, along with simple, delicious recipes and your weekly shopping list.

Mindset ...and mindset lessons that help you ditch old habits and take back control of your life. For good.

Fun! We start together and finish together, supporting each other along the way.

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Control

Bulleted Text

Video

Landing Page Testing: Results

Variation	Simple Signup Conversion Rate	Full Signup Conversion Rate
Control	23.2%	21.7%
Bulleted Text	26.3% (+13.4%)	22.9% (+5.5%)
Video	22.2% (-4.2%)	19.7% (-9.4%)

Landing Page Testing: Results

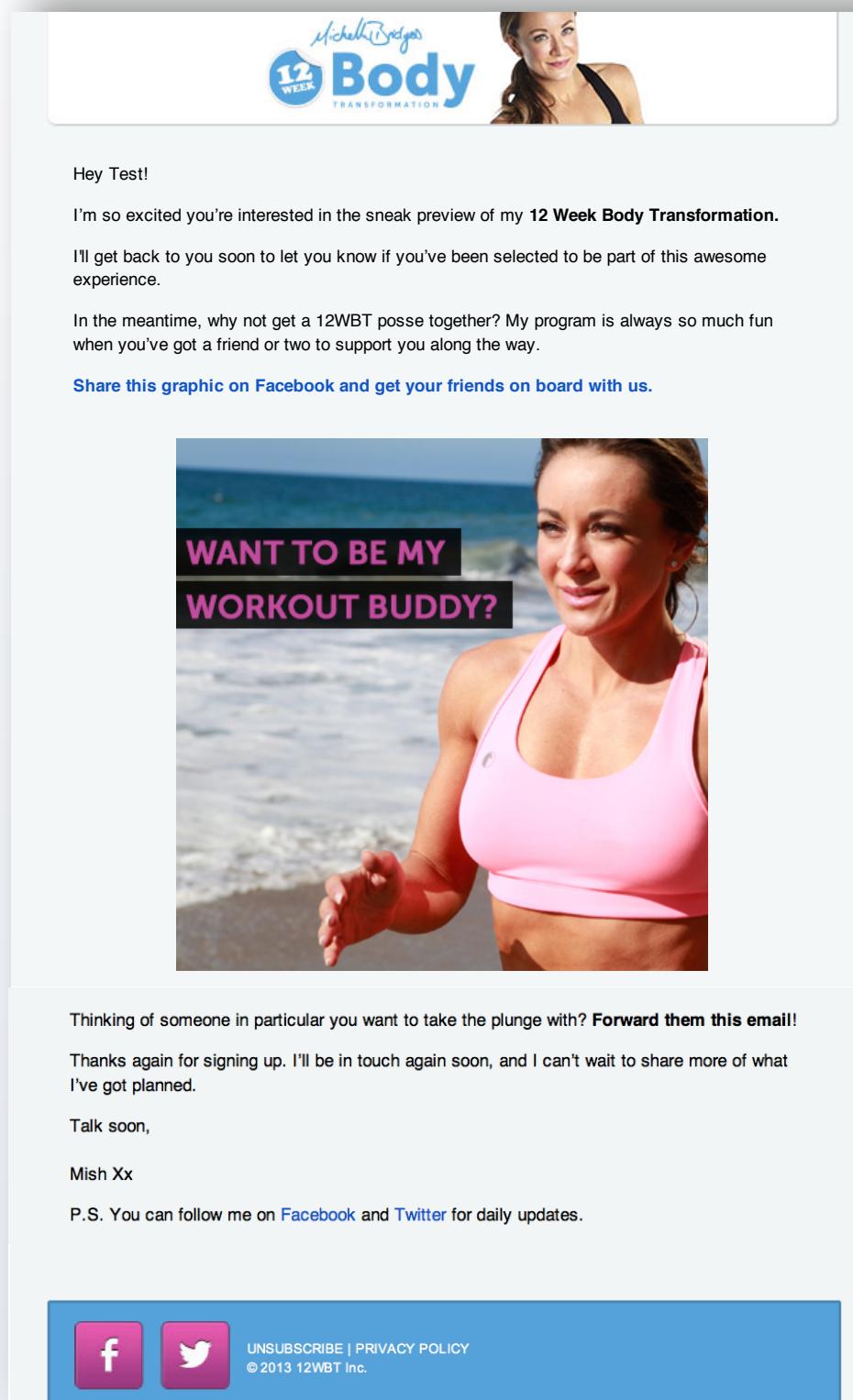
Bulleted Text yielded a 26.3% simple signup rate, a 13.4% improvement from the Control. Video suppressed signups by 4.2%.



6

Email Performance

Email Performance: Auto-Response



Hey Test!

I'm so excited you're interested in the sneak preview of my **12 Week Body Transformation**. I'll get back to you soon to let you know if you've been selected to be part of this awesome experience.

In the meantime, why not get a 12WBT posse together? My program is always so much fun when you've got a friend or two to support you along the way.

[Share this graphic on Facebook and get your friends on board with us.](#)

Thinking of someone in particular you want to take the plunge with? [Forward them this email!](#)

Thanks again for signing up. I'll be in touch again soon, and I can't wait to share more of what I've got planned.

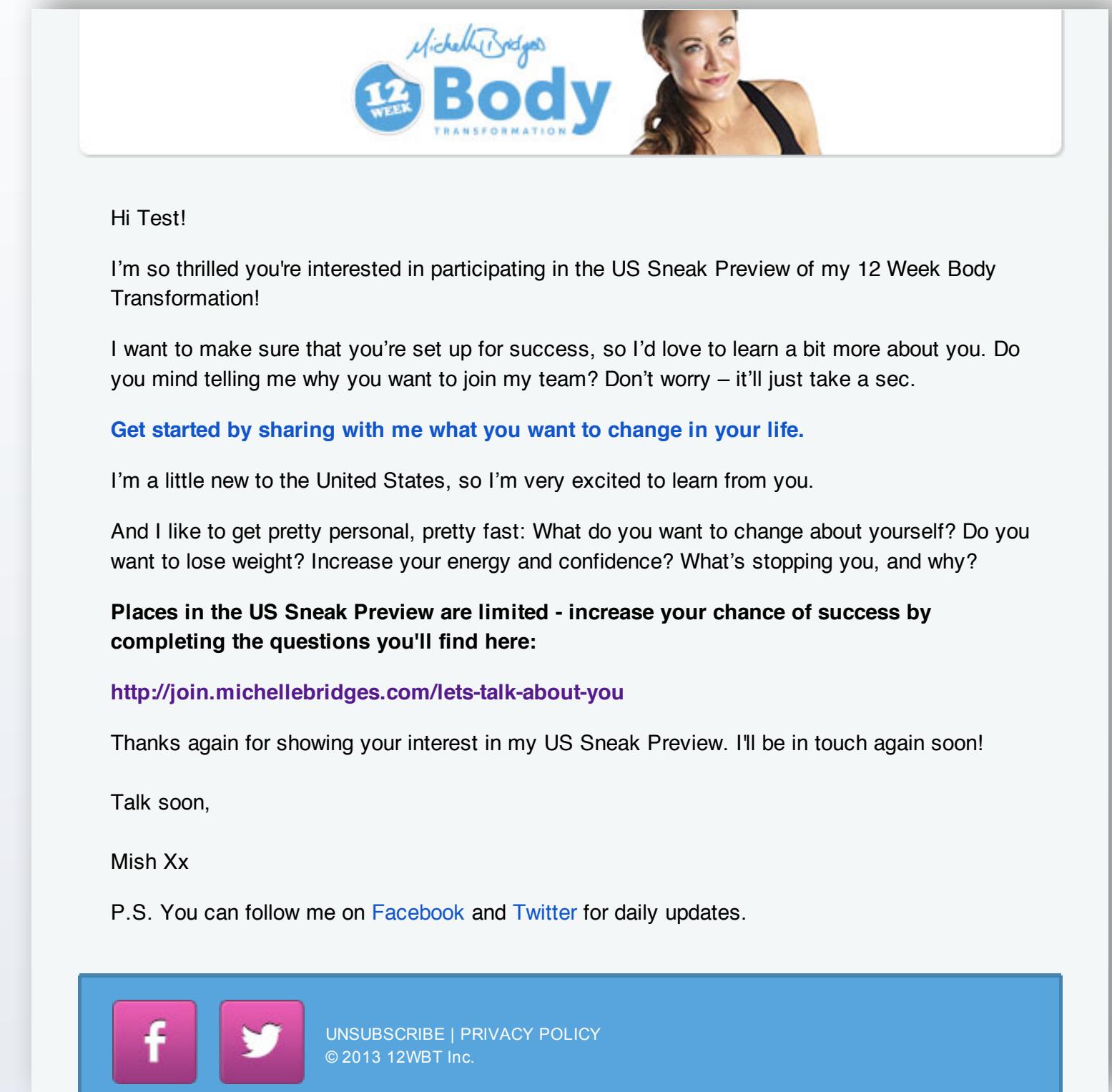
Talk soon,

Mish Xx

P.S. You can follow me on [Facebook](#) and [Twitter](#) for daily updates.

[UNSUBSCRIBE | PRIVACY POLICY](#)
© 2013 12WBT Inc.

Auto-Response for Complete Signups



Hi Test!

I'm so thrilled you're interested in participating in the US Sneak Preview of my **12 Week Body Transformation**!

I want to make sure that you're set up for success, so I'd love to learn a bit more about you. Do you mind telling me why you want to join my team? Don't worry – it'll just take a sec.

Get started by sharing with me what you want to change in your life.

I'm a little new to the United States, so I'm very excited to learn from you.

And I like to get pretty personal, pretty fast: What do you want to change about yourself? Do you want to lose weight? Increase your energy and confidence? What's stopping you, and why?

Places in the US Sneak Preview are limited - increase your chance of success by completing the questions you'll find here:

<http://join.michellebridges.com/lets-talk-about-you>

Thanks again for showing your interest in my US Sneak Preview. I'll be in touch again soon!

Talk soon,

Mish Xx

P.S. You can follow me on [Facebook](#) and [Twitter](#) for daily updates.

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Auto-Response for Incomplete Signups

Email Performance: Overview

Email	Subject Line	List Size	Unique Open Rate	Unique Click Rate
Auto-response complete signups	Let's get ready to rock and roll!	5,448	45.90%	8.60%
Auto-response for incomplete signups	Let's talk about you!	896	39.70%	29.10%

Email Performance: Results

The two recurring emails yielded an overall 45.1% unique open rate and 11.5% unique click rate and sent a total of 94 users to complete the signup form.



ASK US anything.