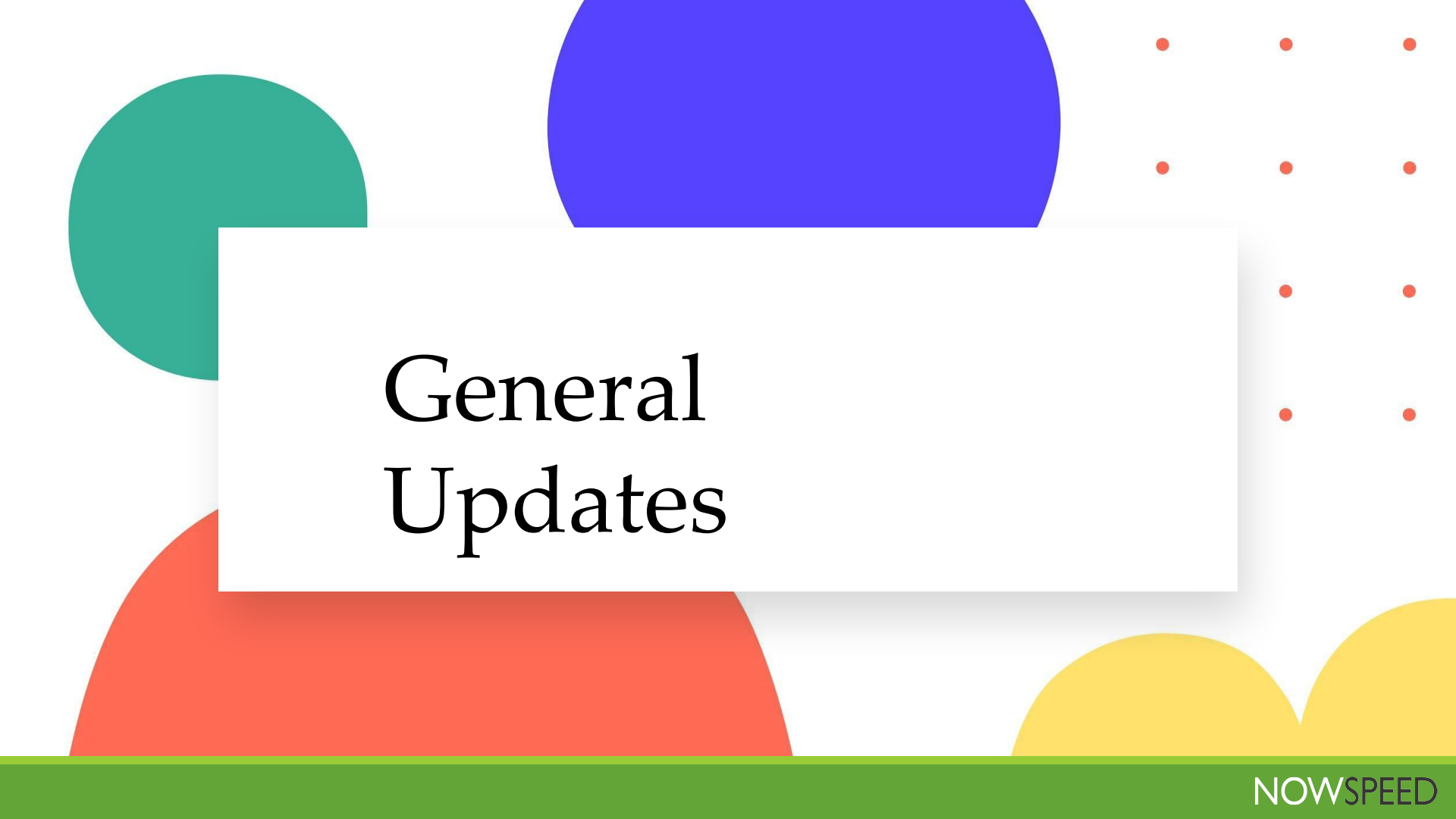




people.ai

Bi-Weekly
Updates

January 17 - 30 2024



General Updates

General Updates

- SalesAI A/B tested implemented
- Updated audience lists, which has caused a lot of fluctuation in overall performance specifically revolving around impressions.
- Copy & creative edits have been finalized and summarized on the [Campaign Status Report](#).
- Here is the biweekly summary of the leads: [Lead Review](#)



3-Month Summary

- **GOALS:**
 - **CPL TARGET \$150-300**
 - **60 LEADS PER MONTH**
- Big wins going into January. CTR decreased, however CPC and CPL decreased quite a lot and has almost doubled the amount of leads received in December!

		LinkedIn January	LinkedIn December	LinkedIn November	
Clicks Cost Average CPC Impressions CTR Leads CPL		2,252	1,690	3,571	
		\$26,515.48	\$23,026.72	\$14,803.86	
		\$11.77	\$13.63	\$4.15	
		455,437	311,776	589,419	
		0.49%	0.54%	0.61%	
		61	39	15	
		\$434.68	\$581.71	\$709.78	
BENCHMARK (INDUSTRY)			BENCHMARK 2023		
CPC	CTR	CPL	CPC	CTR	CPL
\$5-8	.4 -.6%	\$310			

*Note: this date range differs from the data in the rest of the performance deck.

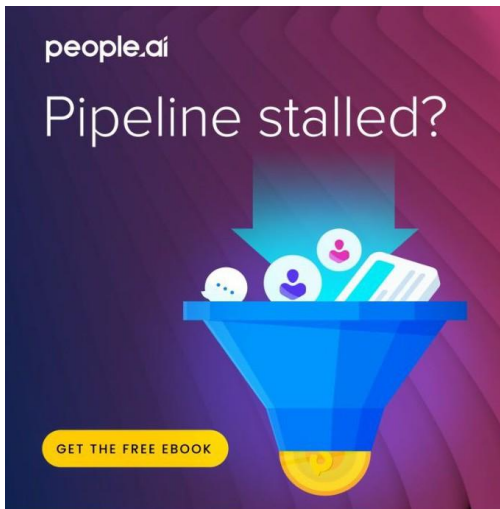
The background features a white central rectangle with the word 'Performance' in a black serif font. Surrounding this rectangle are various abstract shapes: a teal semi-circle on the left, a large blue circle at the top center, a red semi-circle at the bottom left, and two yellow semi-circles at the bottom right. In the top right corner, there is a 3x3 grid of small red dots.

Performance

Target RevOps Persona

1/17-1/30

- Big decrease in CPC and increase in CTR, but no leads.



- Audience: Zoom Info T1 List, Operations, Function Exclusions
- Copy: https://docs.google.com/spreadsheets/d/1_7zT6hpFM7GqTYpzCd
[ehOLavY-cl0L4jlGqsp_9IUBU/edit#gid=619653336](https://docs.google.com/spreadsheets/d/1_7zT6hpFM7GqTYpzCd/edit#gid=619653336)

	LinkedIn
Clicks	39
Cost Average	\$732.43
CPC	\$18.78
Impressions	8,570
CTR	0.46%
Conversions	0
CPA	N/A

Awareness RevOps Persona

1/17-1/30

- Slight decrease in engagement but generated 1 lead.



- Audience: Zoom Info T1 List, Operations, Function Exclusions
- Copy: https://docs.google.com/spreadsheets/d/1_7zT6hpFM7GqTYpzCd
[ehOLavY-cl0L4jlGqsp_9IUBU/edit#gid=619653336](https://docs.google.com/spreadsheets/d/1_7zT6hpFM7GqTYpzCd/edit#gid=619653336)

	LinkedIn	
Clicks	39	
Cost Average	\$881.21	
CPC	\$14.95	✗
Impressions	10,162	
CTR	0.38%	✓
Conversions	1	
CPA	\$881.21	✗

Consideration RevOps Persona

1/17-1/30

- Overall increase in performance and 3 leads generated.



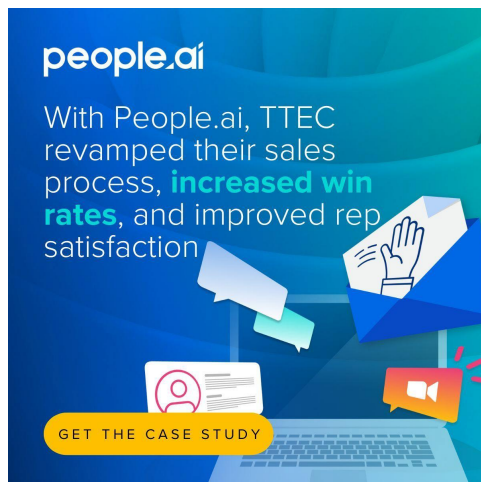
- Audience: Zoom Info T1 List, Operations, Function Exclusions
- Copy: https://docs.google.com/spreadsheets/d/1_7zT6hpFM7GqTYpzCd_ehOLavY-clOL4jlGqsp_9lUBU/edit#gid=619653336

	LinkedIn
Clicks	59
Cost Average	\$883.99
CPC	\$18.34
Impressions	10,281
CTR	0.57%
Conversions	3
CPA	\$294.66

Decision RevOps Persona

1/17-1/30

- Increased in performance and 1 lead this period.



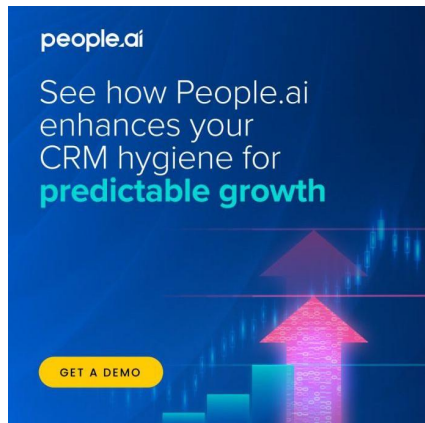
- Audience: Zoom Info T1 List, Operations, Function Exclusions
- Copy: https://docs.google.com/spreadsheets/d/1_7zT6hpFM7GqTYpzCd
[ehOLavY-cl0L4jlGqsp_9IUBU/edit#gid=619653336](https://docs.google.com/spreadsheets/d/1_7zT6hpFM7GqTYpzCd/edit#gid=619653336)

	LinkedIn	
Clicks	57	
Cost Average	\$873.31	
CPC	\$15.32	✗
Impressions	9,676	
CTR	0.57%	✓
Conversions	1	
CPA	\$873.31	✗

Purchase RevOps Persona

1/17-1/30

- Overall even performance and 1 lead generated.



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- Copy: https://docs.google.com/spreadsheets/d/1_7zT6hpFM7GqTYpzCd
ehOLavY-clOL4jlGqsp_9lUBU/edit#gid=619653336

	LinkedIn
Clicks	50
Cost Average	\$880.95
CPC	\$15.69
Impressions	7,827
CTR	.64%
Conversions	1
CPA	\$880.95

Target Sales Persona

1/17-1/30

- Overall even performance with 1 lead.



- Audience: Zoom Info T1 List, Operations, Function Exclusions
- Copy: https://docs.google.com/spreadsheets/d/1_7zT6hpFM7GqTYpzCd
ehOLavY-clOL4jlGqsp_9lUBU/edit#gid=619653336

	LinkedIn	
Clicks	61	
Cost Average	\$883.24	
CPC	\$14.57	✗
Impressions	12,718	
CTR	.48%	✓
Conversions	1	
CPA	\$883.24	✗

Awareness Sales Persona

1/17-1/30

- A bit of an increase in CPC but still generated 1 lead.



- Audience: Zoom Info T1 List, Operations, Function Exclusions
- Copy: https://docs.google.com/spreadsheets/d/1_7zT6hpFM7GqTYpzCd_ehOLavY-clOL4jlGqsp_9lUBU/edit#gid=619653336

	LinkedIn
Clicks	61
Cost Average	\$888.99
CPC	\$14.57
Impressions	12,718
CTR	.48%
Conversions	1
CPA	\$888.99

Consideration Sales Persona

1/17-1/30

- Increase in CTR but no leads this period.



- Audience: Zoom Info T1 List, Operations, Function Exclusions
- Copy: https://docs.google.com/spreadsheets/d/1_7zT6hpFM7GqTYpzCd_ehOLavY-clOL4jlGqsp_9lUBU/edit#gid=619653336

	LinkedIn
Clicks	80
Cost Average	\$992.67
CPC	\$12.41
Impressions	15,228
CTR	.53%
Conversions	0
CPA	N/A

Decision Sales Persona

1/17-1/30

- Slight decrease in performance but 1 lead generated.



- Audience: Zoom Info T1 List, Operations, Function Exclusions
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	LinkedIn
Clicks	80
Cost Average	\$878.17
CPC	\$10.98
Impressions	12,858
CTR	.62%
Conversions	1
CPA	\$878.17

Purchase Sales Persona

1/17-1/30

- Slight decrease in performance but still got 1 lead.



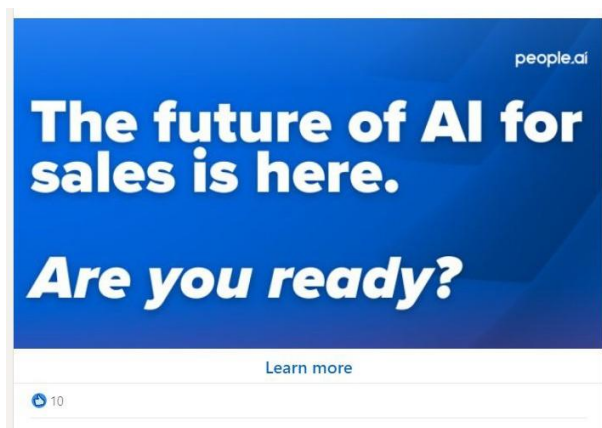
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- Copy: https://docs.google.com/spreadsheets/d/1_7zT6hpFM7GqTYpzCd
ehOLavY-clOL4jlGqsp_9lUBU/edit#gid=619653336

	LinkedIn
Clicks	35
Cost Average	\$883.93
CPC	\$25.26
Impressions	7,996
CTR	.44%
Conversions	1
CPA	\$883.93

AI Sales Campaign

1/17-1/30

- Slight decrease in performance but still got another 19 leads! No Demo Requests in A/B test.



- Audience: Zoom Info T1 List, Operations, Function Exclusions
- Copy: https://docs.google.com/spreadsheets/d/1_7zT6hpFM7GqTYpzCd
[ehOLavY-cl0L4jlGqsp_9IUBU/edit#gid=619653336](https://docs.google.com/spreadsheets/d/1_7zT6hpFM7GqTYpzCd/edit#gid=619653336)

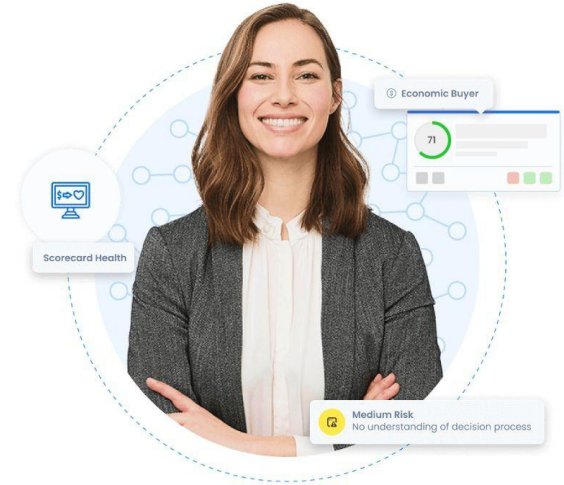
	LinkedIn
Clicks	320
Cost Average	\$2,675.86
CPC	\$8.36
Impressions	69,610
CTR	.46%
Conversions	19
CPA	\$140.83



Discussion & Next Steps

Discussion & Next Steps

- Continue running SaleAI
 - Talk through SalesAI success (currently generating more than half the leads) - budget, targeting, offer
- Remarketing ads
- Reddit ads





Thank
You
Questions?