



## Our Latest Case Study

**\$0 to \$6.3M in  
Just Six Months  
At a +12x Return on Ad Spend**



We launched a brand new company for a client with a set goal of \$3M in revenue in for the first year in business. We 2x'd the goal in half the time. In just one year we generated over \$15.2M following our protocol. Our team drove 92% of that revenue tracked to our direct efforts on this project. These results were achieved using our Digital Ads Matrix Plus Program.

There's really only one secret (which won't be in a minute) behind how we generate the results that we do for our clients. This one secret makes new businesses, and established enterprises alike accelerate their growth like nothing else - The Fundamentals of Great Advertising.

Good only gets you so far, and when in pursuit of building a great business, good simply won't get you there.

We fixate on the fundamentals of great advertising because the fundamentals will get you as far as you want to go. Take our latest case study for example. \$3M was the goal for the first year in business. We hit \$1M in 42 days, and over \$6.3M in just six short months, all thanks to following the fundamentals.

For this client, we ran Facebook and Google ads to generate new subscriptions for their email list, pushing a truly unique offer in a very saturated market. This market differentiation factor wasn't a giant discount, or offering anything for free, but something that the market constantly asked for. They asked, we answered.

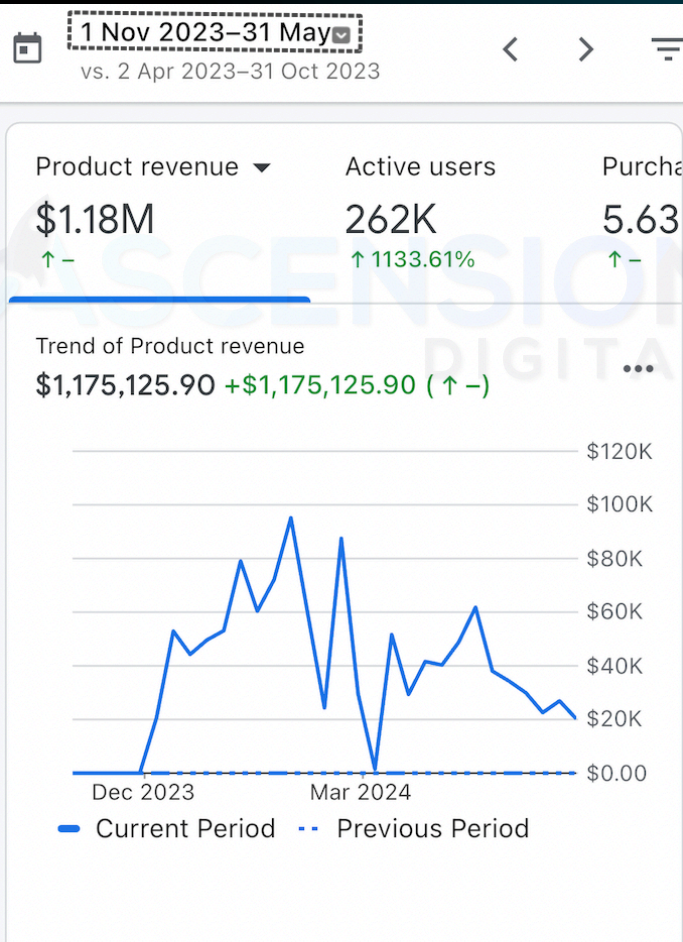
**We were able to generate these results at over a blended 6.44x (643.8%+) return on paid ads, and a blended market efficiency ratio (MER) of over a 12x (1,216%+) on marketing expenses.**





# \$0 to \$6.3M in Just Six Months At a +12.16x Return

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Ad	Conversion rate ranking	Amount spent	Ends	Link clicks	Website purchases	Meta purchases	Website purchases...	Website purchase...
New Sales Ad B	—	\$7,852.54	Ongoing	1,339	845	—	\$211,356.35	26.92
New Sales Ad B	—	\$124.56	Ongoing	15	3	—	\$2,370.55	19.03
New Sales Ad 3	—	\$3,458.57	Ongoing	669	274	—	\$64,129.07	18.54
New Sales Ad 3	—	\$371.28	Ongoing	41	22	—	\$6,404.68	17.25
New Sales Ad 3	—	\$168.82	Ongoing	10	8	—	\$2,788.10	16.52
ROADTO300	—	\$154.81	Ongoing	21	3	—	\$2,406.72	15.55
New Sales Ad 2	—	\$1,306.15	Ongoing	155	48	—	\$19,099.27	14.62
New Sales Ad 3	—	\$10,115.72	Ongoing	1,236	464	—	\$145,414.59	14.38
New Sales Ad 2	—	\$900.56	Ongoing	147	30	—	\$10,506.40	11.67
New Sales Ad 2	—	\$223.25	Ongoing	18	6	—	\$2,591.06	11.61
<b>Total</b>		<b>\$301,980.29</b>		<b>40,048</b>	<b>6,592</b>		<b>\$2,112,925.71</b>	<b>7.00</b>

## Let's Look at The Results



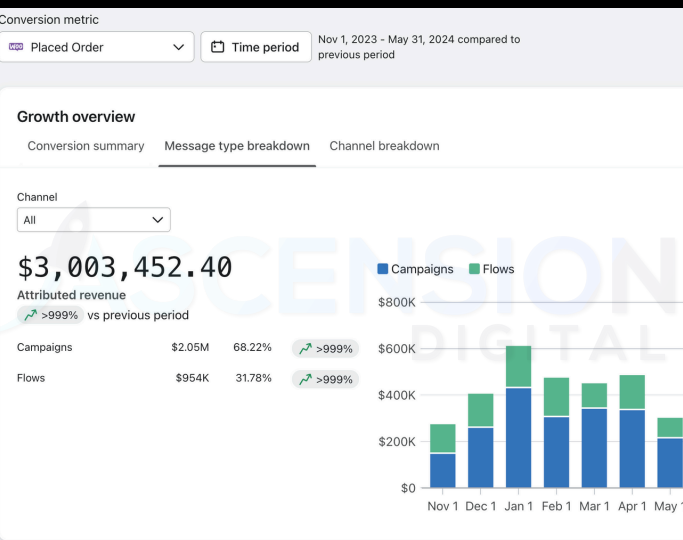
**\$301,980.29 Spend**  
**\$2,112,925.71 Returned**  
**7.00x Return on Ad Spend**



**\$208,725.74 Spend**  
**\$1,175,125.90 Returned**  
**5.63x Return on Ad Spend**



**\$6478.30 in Subscription Fees**  
**\$3,003,452.40 Returned**  
**463.62x Return on Spend**



## THE BIG PICTURE

**\$517,184.33 in Spend**  
**\$6,291,504.01 Returned**  
**12.16x Return on All Spend!**

Some businesses never crack a million. Some businesses do in no time flat. It's the fundamentals of great advertising that make all of the difference, and that's what we here at Ascension Digital Marketing are known to provide.



**Will The Digital Ads Matrix  
Work For You?**

# **LET'S FIND OUT!**

**We would absolutely love the opportunity to learn more about you, your personal goals, and your business goals over a 20 to 30 minute introductory call.**

**Provided that your goals align with ours, we'd appreciate the opportunity to meet and exceed your expectations like we have for a few hundred clients since we rolled out the program in early 2020.**

**The Digital Ads Matrix has become a mainstay protocol for our clients' success, and we'd love to make it a part of yours as well.**

**Whether you are just starting out on your entrepreneurial journey and looking to grow your first business, or you're a veteran trying to make your good business great, then let's make it happen together.**

**[Click Here](#) to connect directly with our Founder to schedule your introduction.**

**[GET STARTED HERE](#)**