

What's Included

- ☐ **Meta Ads Manager (Step-by-step setup)**
 - ☐ **Copy-Paste Audience Targeting Formulas**
 - ☐ **Performance Tracker Spreadsheet**
 - ☐ **A/B Testing Checklist**
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Campaign Structure (For \$5/Day Budgets)

1. Campaign Settings

Objective: Conversions

Budget: \$5/day

Bid Strategy: Lowest cost

Placements:

Facebook News Feed (Mobile)

Instagram Feed

Reels (For video ads)

2. Audience Targeting (*Copy-Paste Formulas*)

Cold Audience:

Interests: [Interest 1] + [Interest 2] + [Interest 3]
Exclusions: Past 30-day purchasers, Email subscribers
Size: 10K-50K people

Retargeting Audiences:

95% video viewers (3-sec+)

Cart abandoners (Past 7 days)

3. Ad Creative Templates

Top-Performing Variations:

1. UGC Video Ad

Hook: *"I tried [product] for 7 days—here's the truth"*

CTA: *"See How It Works"*

2. Problem/Solution Carousel

Slide 1: *"Struggling with [problem]?"*

Slide 2: *"Here's how we fix it"*

Slide 3: *"Real customer results"*

3. Screenshot Social Proof

Image: Blurred DM/email with quote *"This changed everything!"*

Caption: *"Why [X] people switched to us"*

Performance Tracker Spreadsheet

Metric	Day 1	Day 3	Day 7
Spend	\$5	\$15	\$35
CPC	\$0.28	\$0.22	\$0.19
ROAS	1.8X	2.4X	3.1X
Winning Ad	Ad B	Ad B	Ad D

Automatically calculates breakeven points and scaling recommendations.

A/B Testing Checklist

Test one variable at a time:

Ad Creative (UGC vs. carousel)

Audience (Interest stack A vs. B)

CTA (“Get Started” vs. “Learn More”)

Kill Rule: Pause if after \$15 spent:

0 purchases

CTR < 1.5%

CPM > \$12

Pro Upgrade Bonus

50+ proven ad variations

AI-powered audience builder

Priority support

Try CliqSpot Pro Free for 7 Days

Why This Works:

- Plug-and-play for beginners
- Data-backed (Real \$5/day case studies)
- Scalable (Works for \$5 or \$500/day)

Next Step: Implement, track for 7 days, then share your results with #CliqSpotBlueprint!

P.S. First 10 downloaders get a free campaign audit. Comment with your results.



TM Claude

Data-driven editor at CliqSpot, transforming raw analytics into actionable growth strategies for modern businesses.



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