What to track and analyze

Five Dollar Posts Transcript Bonus By Rachel Rofé

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So some of the things that you want to track and analyze include your opt-ins and your opt-in rate, because usually when you're running the funnel like I set it up, the people that don't opt in don't typically see your offer, right? So you try to give away that freebie, and then after you give away that freebie, the people are seeing that offer. So you give away a sample of what you're offering, and then after they get the sample, you give away the full version, no, not give away, but you sell them. You offer them the full version for sale. But if they don't get that initial sample, then they can leave your site without actually seeing that offer. So obviously, you won't make any money and won't be able to follow-up on those people that actually leave.

So your opt-in rate is the head of the funnel, the head of the snake, and it's really important. So the higher you can get that, the more money you're going to make. So the way you track and analyze that is a software that I use that gives you the power to track each individual ad and the percentage of opt-ins that come from each individual ad that you run. And that's very powerful, and you can't really do that with Facebook ads alone. There's a way to do it in the Power Editor too, where you can put two different trackings. You can put a tracking for actions which are opt-ins by putting the pixel on the thank-you page for opt-ins, and you can also put a tracking link for the sales by putting a tracking pixel, Facebook pixel, on your thank-you page or your check-out page after the people pay for your product. But there's an easier way to do it, and I'll share with you the software that I use.

Basically, opt-in rates, the way that you calculate that is, obviously, if you had 1,000 people come to your website and 400 of those 1,000 opt

in for your offer, then your opt-in rate is 40%. A good opt-in rate for cold traffic could be 30%. It might be a decent opt-in rate. Some of my offers, I'm getting 49% to 50%. I'll show you an example of one. Like this particular offer right here, I've tracked for this ad that I've had 11,571 unique clicks and 5,999 opt-ins since I've been tracking this one, which is actually a little bit more than 49%. I think the 49% is based on total clicks. But that's telling me what my opt-in rate is based on the total clicks. So basically, you want to know if 100 people come to your site, how many of those people are actually going to opt in, get your free offer, and then see your offer that you present after they opt in to your sales, so your sales page or your video sales letter.

The next thing you want to track is sales and return on investment. So with sales, you can look at whatever shopping cart you're using, or if you're using PayPal or JVZoo or ClickBank, you can look at your sales right in that shopping cart stats, right in your network stats, whatever you're using for payments, whether it be a merchant account. They all give you stats for sales. You can also track your sales through the Facebook conversion pixel, but it's not always 100% accurate. You'll see discrepancies for sure. And return on income, return on investment, is simply the amount you've made minus the amount you spent divided by the amount you spent, will give you your return on investment. And you want to know this. If you're getting a decent return on investment, you want to keep investing obviously. So say, for instance, if you spent $15 and you ended up making $20, so you go 20 minus 15 is 5, 5 divided by 15 would be 33%. So you would have a 33% return on investment.

Next thing you want to track is individual ad performance. So as I mentioned, you want to group all of your ads together and then track which ones are performing the best, and I'll show an example of that in the Facebook reporting tool. So you group all similar ads together, like if you're running the common-interest, the single-interest ads, you would group them all together to see which ones are getting clicks, which ones

are getting lower scores per click, which ones are generating sales in your Facebook reporting.

The next thing is sales conversion earnings per click. Right? So you want to know what your conversion percentage is and what your earnings per click is. So if you know that for every 100 people that come to your site and visit your offer, 5 of them end up buying your product, then you sales conversion is 5%. So you know if you had five sales at, let's say, $50 each, right? You would have earned $250. I'm playing with this new toy. So $250 and you got 100 clicks to start out with, so your earnings per click would be $2.50. And if you think that looks sloppy, you try writing with a mouse. It's very difficult to write with a mouse.

Okay. So your follow-up, it's the other thing you want to track. You want to know which emails are working, and I covered this already. You want to know, are your retargeting ads working? You want to analyze those retargeting ads. So your follow-up is very important too because most of your sales, maybe not most, but a good percentage of your sales will come from your actual follow-up, because most people won't buy or a lot of people won't buy on the first visit, on the first encounter. So you want to have a follow-up system in place to give them additional reasons why they should buy your product.

And you want to know the value of a subscriber, the value of a subscriber, and the value of a customer over the long term. I mean, eventually over time, you'll know how much you can afford to spend to get a subscriber and to get a customer. So in that example, your earnings per click is $2.50, so you know you could spend up to $2.50 to get a click which is really good. And that's with just a 5% conversion, because if you remember 5 people out of 100 bought the $50 product which resulted in $250 in earnings. So $2.50, you can get traffic. If your earnings per click is that high, you can get traffic for much less than that all day long. So that's the value of a customer.

But also the value of the customer is long-term, so you have to look over the course of a year how many other products or how much other money are you going to make from that individual customer. So you could do some simple math like at the end of the year if, say, you've made $100,000, right, and you have a list size of 25K, that means that each of those subscribers would have been worth $4 to you over the course of that year, right? So you know that if you pay up to $4 to get a subscriber, then you know that over the course of the year, you're going to at least break-even or be in the green after the course of that year. So that's just simple math you can look at.

So you can see how the game is played. If you know your numbers, you know how much you can spend per click. You know how much you can spend over the course of a month or six months or a year. You know how much you're going to make in addition to what you've made on the initial ad over the course of time. You know how much your follow-up system is going to make for you. So once you know your numbers and have it pinpointed like that, then you can have confidence in spending more money to scale up your campaigns.