

# The Customer Acquisition Playbook



## Sherif Makhoulf

- ✓ Founder & Managing Partner of BOOST.
- ✓ AUC Professor of Digital Strategy
- ✓ EX Management Consultant
- ✓ Advisor to small and large clients including MGM Grand, Bank of America, Vodafone, Citi Bank.
- ✓ Spent + \$900K on Facebook and Google Ads
- ✓ 10 Years building digital strategies
- ✓ Built more than 650+ customer acquisition funnels

Without a customer, you  
don't have a business – all  
you have is a hobby.

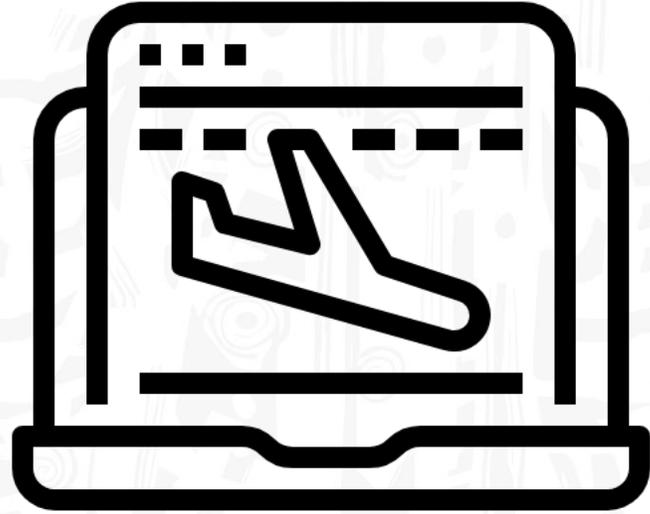
Don Peppers

MESSAGE



Landing Page

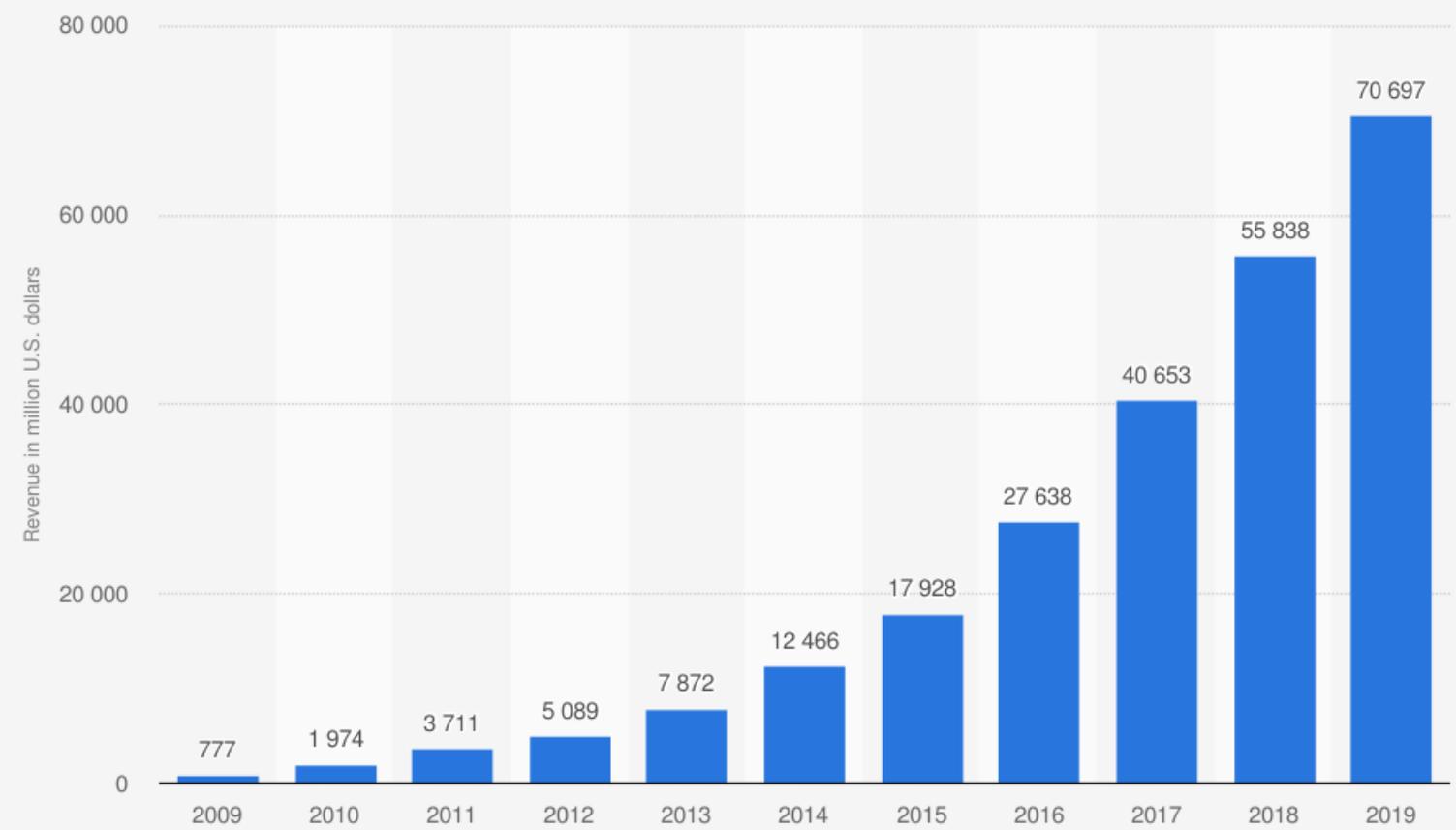
MESSAGE



Landing Page



### Facebook's annual revenue from 2009 to 2019 (in million U.S. dollars)



Source  
Facebook  
© Statista 2020

Additional Information:  
Worldwide; 2009 to 2019

# The power of Facebook

- Targeting
- Learning
- Mediums
- Products

## LOCATION

- Everyone in this location
- People who live in this location
- People recently in this location
- People traveling in this location

## GENDER

- All
- Men
- Women

## AGE

Select the minimum and maximum age of the people who will find your ad relevant.

13  65

## LANGUAGE

Leave this blank unless the audience you are targeting uses a language that is not common to the location you have chosen.

*Type in any language to get started*

## INCOME

**Household income:**

- Top 25-50% of ZIP codes (U.S.)
- Top 10-25% of ZIP codes (U.S.)
- Top 10% of ZIP codes (U.S.)
- Top 5% of ZIP codes (U.S.)

## RELATIONSHIP STATUS

- Civil Union
- Complicated
- Divorced
- Domestic Partnership
- Engaged
- In a Relationship
- Married
- Open Relationship
- Separated
- Single
- Unspecified
- Widowed

## BEHAVIORS

Reach people based on purchase behaviors or intent, device usage, and more. Some behavior data is available for U.S. audiences only.

### MOBILE DEVICE USER

- All mobile devices by brand
- All mobile devices by operating system
- Android: 360 degree media not supported
- Android: 360 degree media supported
- Facebook access (mobile): all devices
- Facebook access (mobile): feature phones & tablets
- Facebook access (mobile): smartphones & tablets
- Facebook access (mobile): tablets
- Network connection
- New smartphone & tablet users
- Owns: OnePlus
- Mobile device use time

### ANNIVERSARY

- Anniversary within 61-90 days

### CONSUMER CLASSIFICATION

- People who prefer mid- and high-value goods
- People who prefer high-value goods

### EXPATS

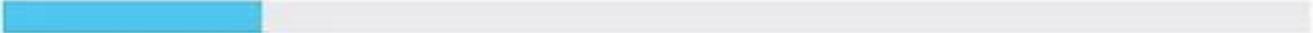
### DIGITAL ACTIVITIES

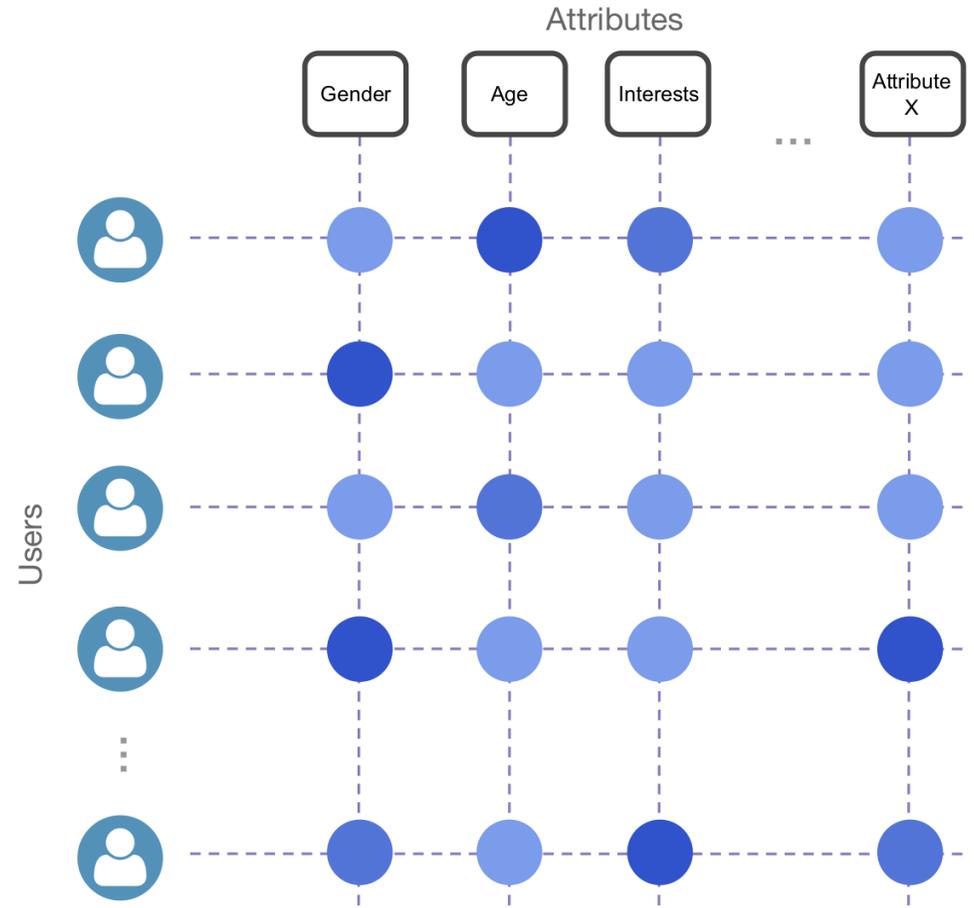
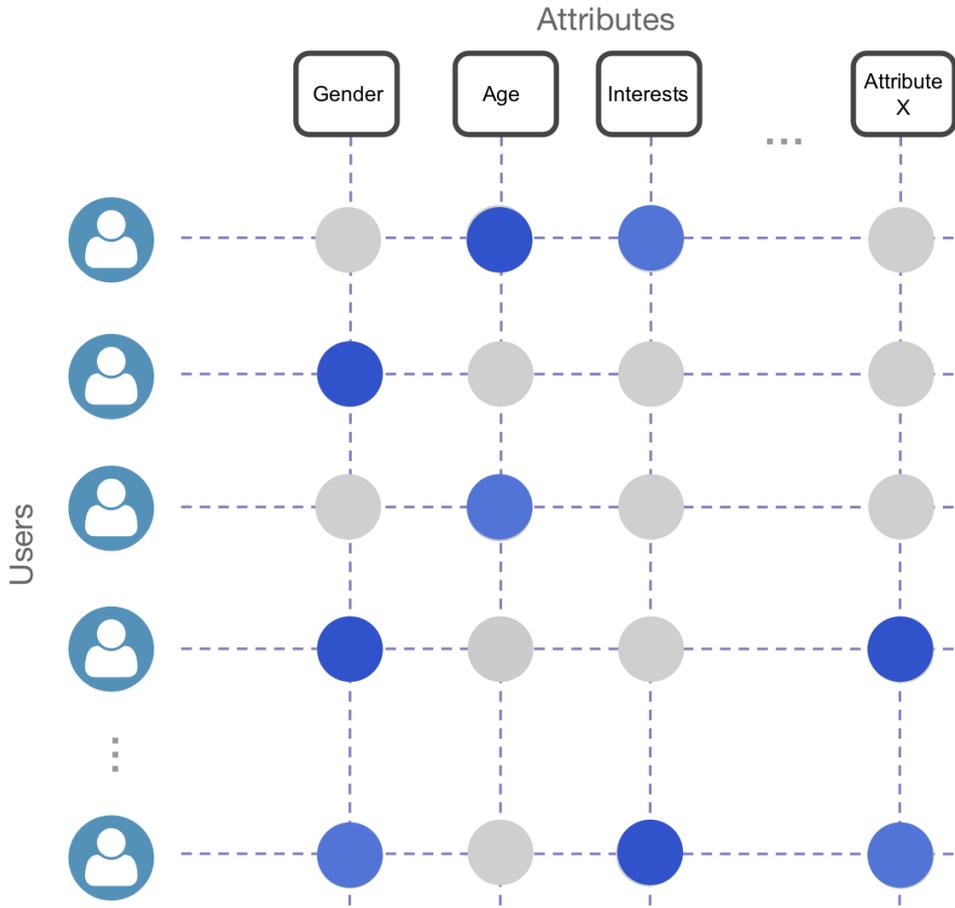
- Operating system used
- Canvas gaming
- Console gamers
- Facebook Payments users (30 days)
- Facebook Payments users (90 days)
- Facebook Payments users (higher than average spend)
- Facebook access: older devices and OS
- Facebook page admins
- Primary email domain
- Small business owners
- Technology early adopters

### INTERESTED IN UPCOMING EVENTS

### MARKETING API DEVELOPERS (LAST 90 DAYS)

# The power of Facebook Ads

Delivery	Bid Strategy	Budget	Last S
<ul style="list-style-type: none"> <li>● Active (Learning) ⓘ 2 Approved</li> <li>● Active Initial learning comple</li> <li>● Active Initial learning comple</li> <li>● Active Initial learning comple</li> </ul>	<p><b>Learning phase progress</b></p>  <p>About 50 purchases recommended Based on 7-day click and 1-day view attribution window</p> <p>After you create a new ad set or make a significant edit to an existing one, our system starts learning who to show ads to. This learning isn't a change to the way our system works, but we're showing the status to let you know when performance is still stabilizing. <a href="#">Learn more.</a></p>		



Sponsored

Create Ad



**A New Free Twitter Tool**  
analytics.agorapulse.com  
Are your competitors doing  
Find out for free!

DIGITAL MARKETING

The Complete Digital Mar  
Learn Anything, Anywhere.  
This comprehensive 20-ho  
specifically designed to tea

Jasper's Market  
Sponsored · €

Jasper's is more than just groceries,  
tools and utensils on our website.



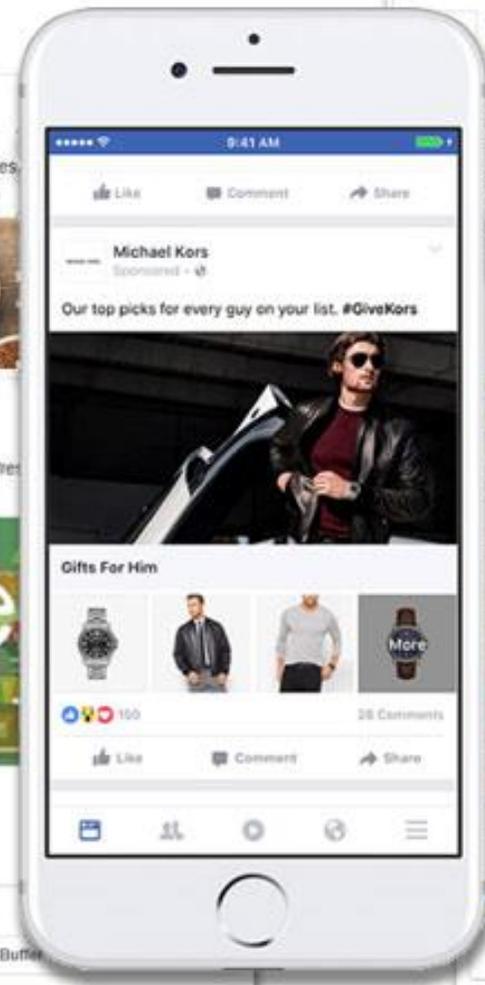
Jasper's is a unique community destination for fresh  
prepared food.



Jasper's Market  
4.2 ★ · Fruit & Vegetable Store  
666,776 people like this

3 Reactions

Like Comment Share Buffer



Watermelon Worldwide  
Sponsored · €

my Ready For Summer? Nothing Better Than Going Out With The  
Diaper Bag! 🍉👜  
ON SALE TODAY!-----  
here [watermelonworldwide.com/collections/handy](https://www.watermelonworldwide.com/collections/handy)  
meone Who Should Get It For You! 🍉

Like Page

Jasper's Market  
Sponsored · €

We deliver organic fruits and vegetables fresh from  
our fields to your doorstep.

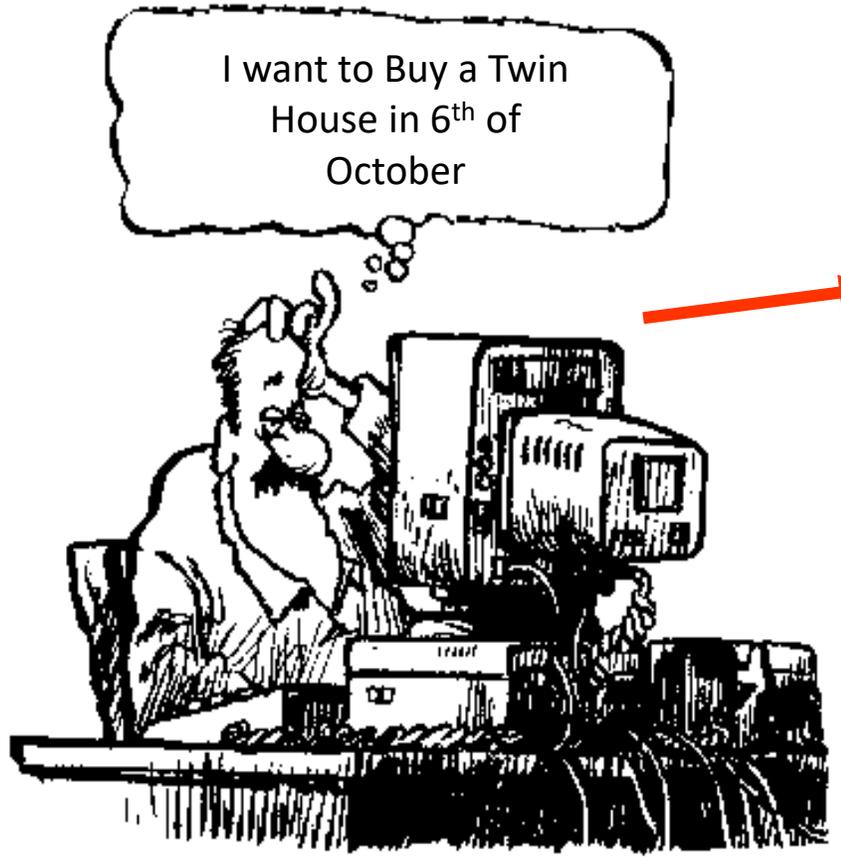
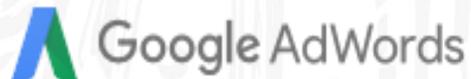


What's in your box this week? Explore our selection.

Myles Larson and 10 others · 2 Comments

Like Comment Share

# The power of Google High Intent + Perfect Timing



I want to Buy a Twin House in 6<sup>th</sup> of October

[Buy Your Dream House Now](#)  
Buy the house that your dreaming of in the beset location in 6<sup>th</sup> of October  
<https://mabany.squarespace.com/>

Google search results for "sell your car".

Search bar: sell your car

Navigation: Web, Shopping, Images, Maps, News, More, Search tools

Results: About 311,000,000 results (0.45 seconds)

**We Buy Your Car-2 Hours - WeBuyCars.com**

**Ad** [www.webuycars.com/SellYourCar](http://www.webuycars.com/SellYourCar) (877) 924-2576

We Come To Your Home Or Office. Like New, Wrecked Or Not Running.  
 #1 Online Car Buyer - Celebrating Our 35th Year - Up To \$100,000  
 A+ Rating - Better Business Bureau

See What Vehicles We Buy      Why Sell to WeBuyCars.com  
 Live Chat With A Buyer      FAQs

**Sell Your Car Today - We Buy Cars Up To \$100,000**

**Ad** [www.cash4usedcars.com/Sell-Your-Car](http://www.cash4usedcars.com/Sell-Your-Car) (800) 946-7700

4.7 ★★★★★ rating for cash4usedcars.com

Free Offer! Sell Your Car for Cash  
 We Come To You Fast - Free Car Appraisals - We Do All DMV Paperwork  
 We Come To You - Sell Your Car - We Pay \$50 to \$100,000 - Submit Car Free

**How To Sell A Car - Sell Your Car - Kelley Blue Book**

[www.kbb.com/sell-your-car/](http://www.kbb.com/sell-your-car/) Kelley Blue Book

**Ads**

**Sell Your Car For Cash**

[www.cashforcars1hr.com/](http://www.cashforcars1hr.com/) (714) 660-1345

Any Make. Any Model. Any Condition!  
 Free Tow Away. Same Day Service

**Sell a Used Car Today.**

[www.cashforcars.com/](http://www.cashforcars.com/) (800) 485-2242

Sell a Car Fast with Cash for Cars.  
 Call Now for an Instant Offer.

**Sell Your Car & Get Cash**

[www.greencash4cars.com/FreeQuotes](http://www.greencash4cars.com/FreeQuotes)

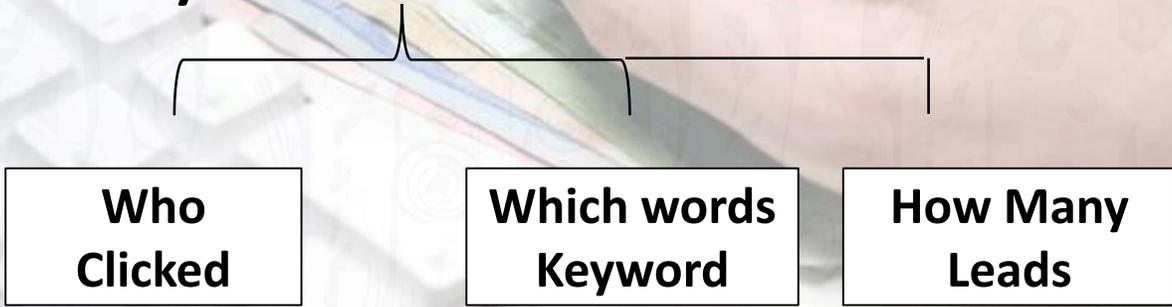
We Pay Top Dollar. Free Quotes.  
 Cash For All Makes & Models.

# Google AdWords – Search Network

✓ You pay per **click**

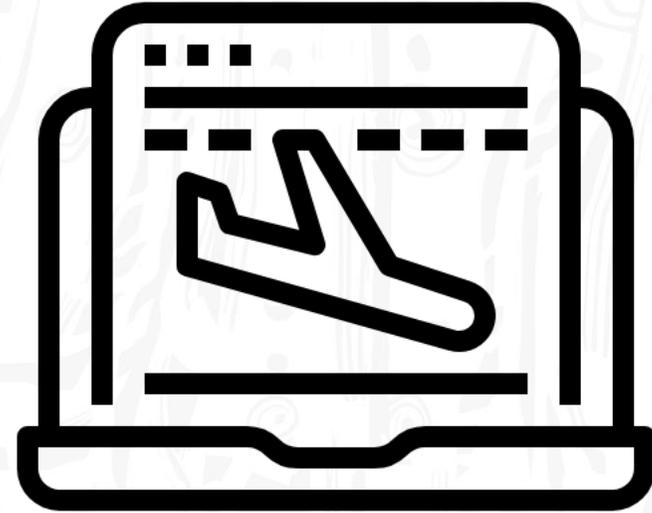


✓ Extremely **Measurable**



# What are we measuring?

MESSAGE



Impressions

Clicks

Clickthrough rate

Cost per click (CPC)

CONCRETE

## Concrete vs. Abstract

### CONCRETE

refers to objects or events that are able to be sensed (seen, heard, smelled, touched, and/or tasted)

### ABSTRACT

refers to ideas or concepts; these **cannot be sensed**

ABSTRACT



Produce



Fruits

Oranges

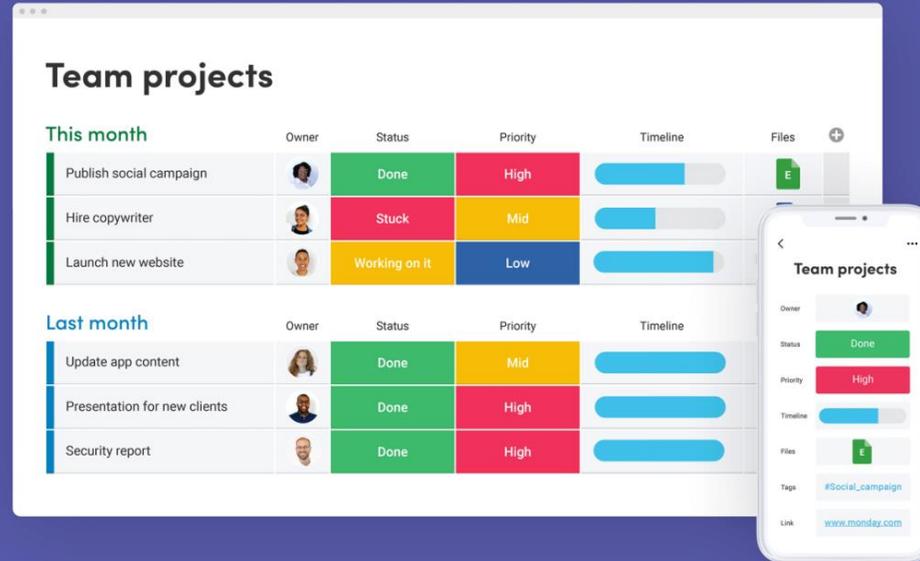
The Oranges you grow in your field

CONCRETE



# \*Redefining teamwork

monday.com is a team management platform  
that makes great teamwork easy



01

## You'll no longer have to use separate apps.

SOLUTION

Add Kanban Boards, Gantt charts, Calendars, and more alongside docs, conversations, reminders, spreadsheets, and embeds to keep all of your work in one place.



03

## Everyone knows what to do next.

SOLUTION

Use Inbox to see what you have to work on next.

02

## You'll know what everyone is working on.

SOLUTION

View other people's profiles to see what they are working on and what they'll work on next for ultimate and unprecedented transparency.

CREDIBLE







The image shows the retail packaging for the Mophie Juice Pack Plus, designed for the iPhone 5. The box is black with a clear window revealing the phone and the battery pack. The phone's screen displays the time 4:11 and the date Tuesday, November 11. The battery pack is a bright green color. The packaging features the Mophie logo at the top left and the product name 'juice pack plus' in a large, white, sans-serif font. A circular badge in the top right corner states 'Works with: iPhone® 5s & 5' and 'Compatible avec: iPhone® 5s & 5'. A 'made for iPhone 5' logo is positioned below the product name. At the bottom left, a large circular graphic contains the text 'UP TO / JUSQU'A 120% EXTRA BATTERY' and 'BATTERIE COMPLÉMENTAIRE'. A 'Made for iPhone' logo is located at the bottom right. A green banner at the very bottom right corner says 'PRE-CHARGED OPEN HERE' with a circular arrow icon. The background of the entire advertisement is a white pattern of faint, stylized African faces, set against a colorful geometric border.

mophie

Works with:  
iPhone® 5s & 5

Compatible avec:  
iPhone® 5s & 5

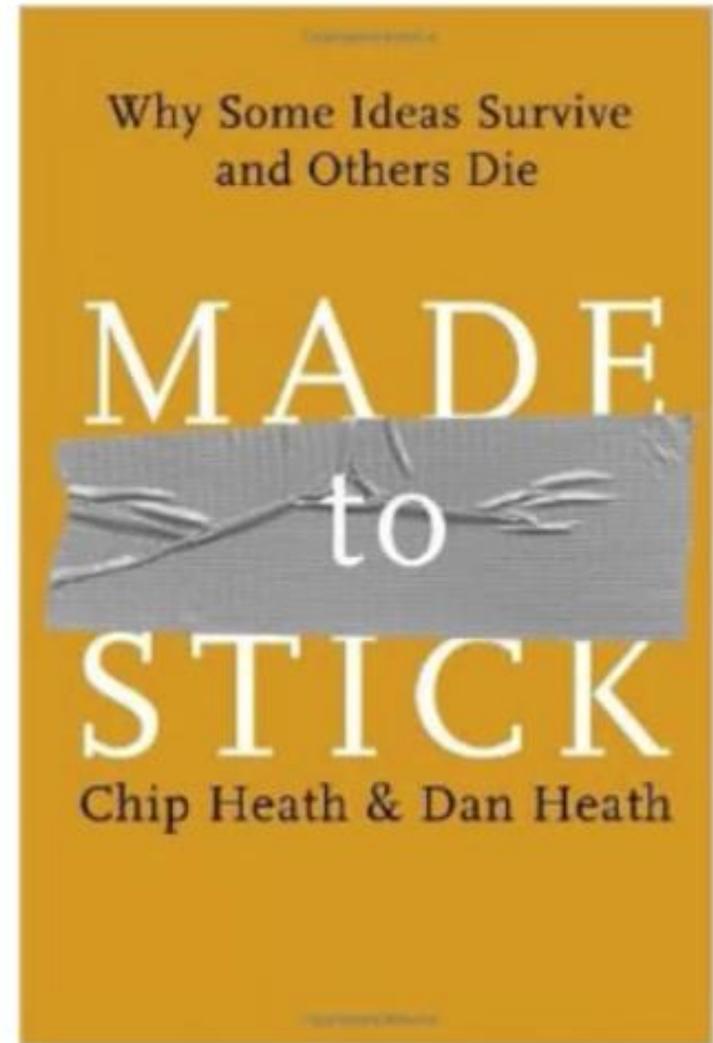
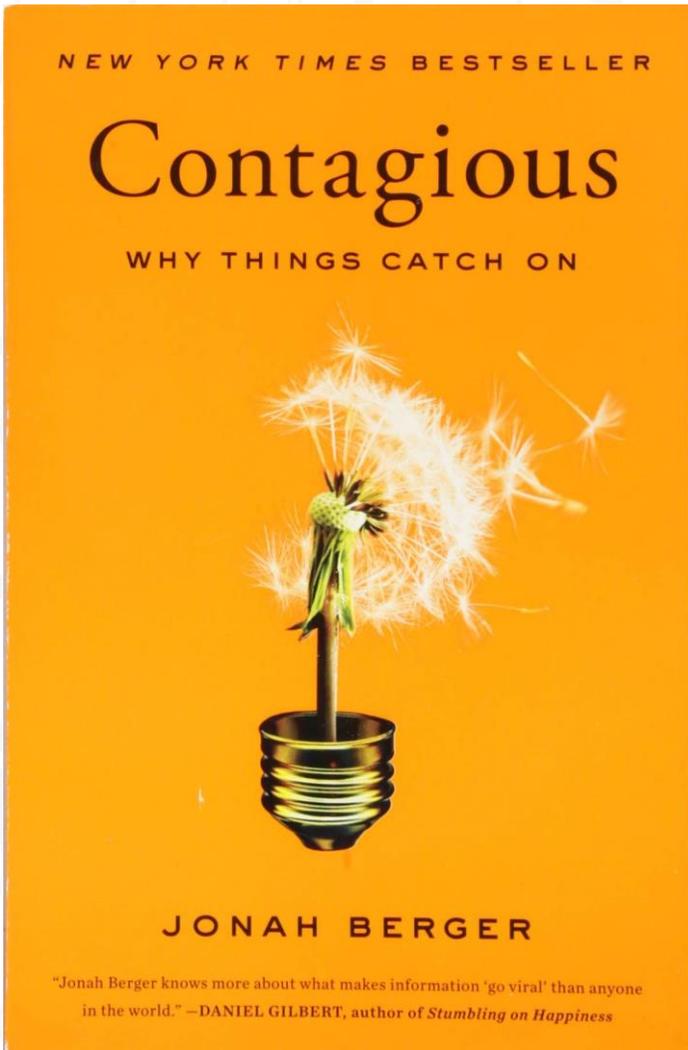
juice pack plus

made for  
iPhone 5

UP TO / JUSQU'A  
**120%** EXTRA BATTERY  
BATTERIE COMPLÉMENTAIRE

Made for  
iPhone

PRE-CHARGED  
OPEN HERE





## Earn money as an Airbnb host

From saving for home repairs to taking a dream trip, hosts use extra income to fund their passions.

[Start Hosting](#)

### What you could earn in Boston

- Entire place
- Private room
- Shared room

**\$903**  
weekly average ⓘ

#### HOW HOSTING WORKS

①

### Sign up to host

Start by creating your listing. It's like a profile page for your place.

# The Jam Case Study



**24 options**



**6 options**

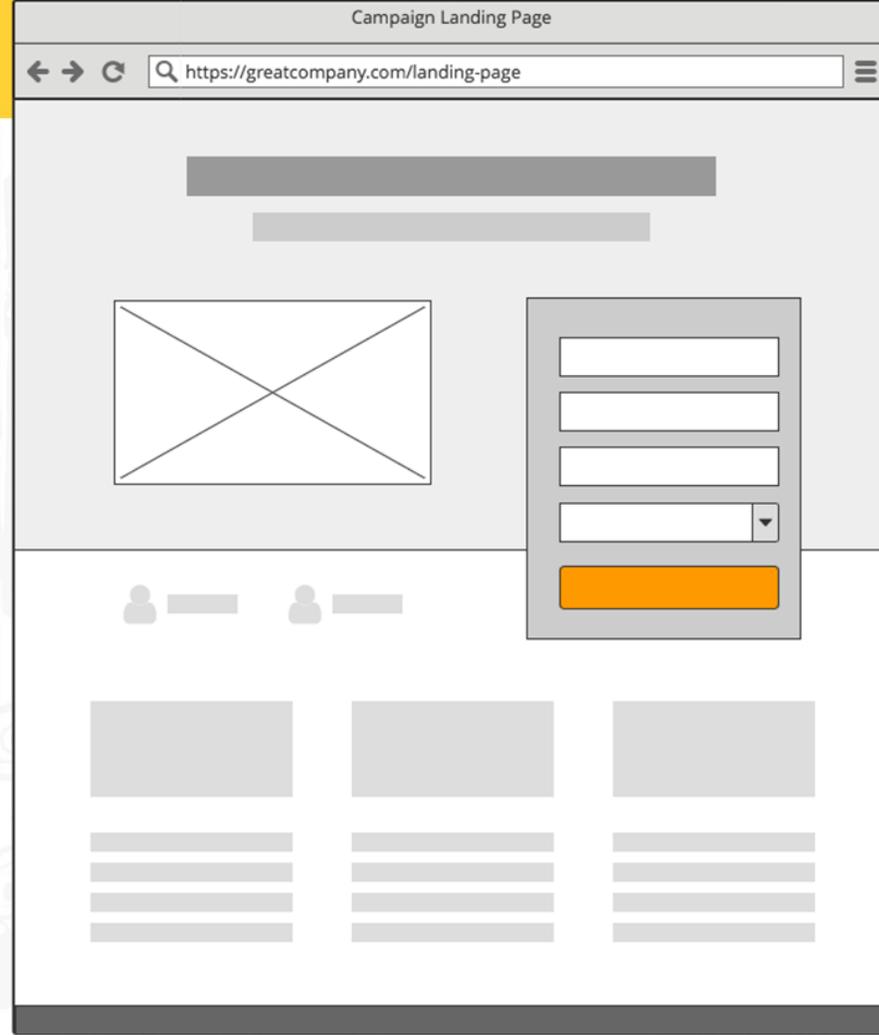
## The Result?



**3% purchased jam**



**30% purchased jam**



**incorta.** PLATFORM SOLUTIONS CUSTOMERS RESOURCES COMPANY GET STARTED

## The Direct Data Platform

Direct is the shortest path from data to insight. Incorta empowers everyone in your business with a true self-service data experience and breakthrough performance for better decisions and incredible results.

**DIRECT DATA PLATFORM**

What if you could bypass fragile ETL and expensive data warehouses, and deliver data projects in days, instead of weeks or months? Our direct approach to analytics delivers true self-service in the cloud or on-premises with agility and performance.

[LEARN MORE](#)

**ENTERPRISE SOLUTIONS**

Incorta is used by the world's largest brands to succeed where other analytics solutions fail. Across multiple industries and lines of business, we boasts connectors and pre-built solutions for your enterprise applications and technologies.

[LEARN MORE](#)

**STRONG PARTNERSHIPS**

Game-changing innovation and customer success happen through Incorta's partners including Microsoft, AWS, eCapital, and Wipro. Explore or join our thriving partner ecosystem.

[LEARN MORE](#)

Incorta is The Direct Data Platform built to deliver incredible business insights.

### Eliminate backlog by delivering analytics in minutes not days.

- Ingest entire schemas and eliminate the need for data model design and the unnecessary parts of ETL.
- Run hundreds of joins against the most complex data sets without having to flatten them.

"It used to take 8 to 12 weeks to get a report from request to production. With Incorta, business users can do that on their own, instantaneously."



**BROADCOM** AJIT OAK, BI SENIOR MANAGER

[VIEW CASE STUDY](#)

Enable faster and more accurate decision making across your

**incorta.** Get Your free trial

## Unleash The Potential Of Your Company With The Help Of Real-Time Data Analytics

The Fastest Way To Analyze Complex Data

**What is Incorta?**

How Incorta helps you easily access...

Sherif Makhlof

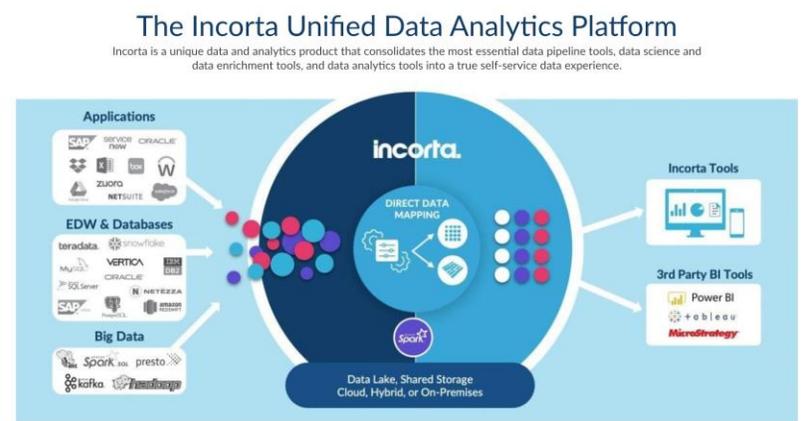
sherif.makhlof@gmail.com

01000780302

American University in Cairo

Title

[CLICK TO GET YOUR FREE TRIAL](#)



### Benefits of Incorta

**SUPERIOR PERFORMANCE AND SPEED**

- ✓ No more waiting. Incorta delivers billions of rows, ready in minutes.
- ✓ Direct Data Mapping Engine: sub-second drill-down across billions of records
- ✓ Incorta allows real time reporting based on accurate data analytics, which leads to better management decisions.
- ✓ Eliminate backlog by delivering analytics in minutes not days.
- ✓ Incorta can integrate with different data sources

**DEPLOYMENT TIME**

- ✓ Time to market is very fast, with Incorta it is a matter of days compared to a minimum of months for deploying other technologies.

**COST**

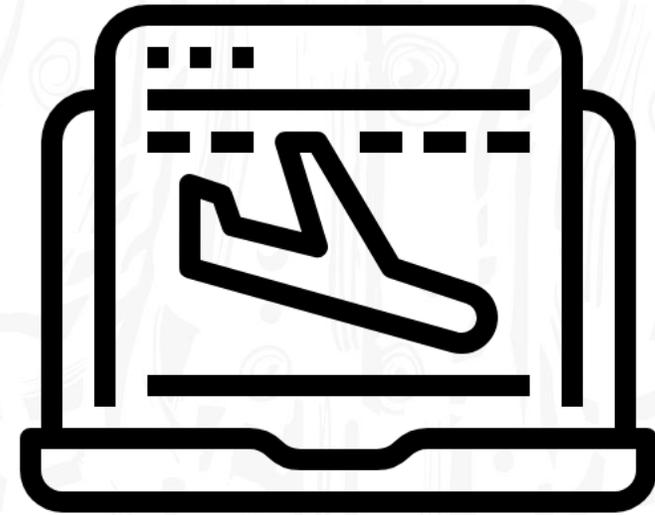
- ✓ Cost of License plus savings in professional services make Incorta a much more cost effective solution compared to any other tool

**USER INTERFACE**

- ✓ The ease of use of Incorta allows business users to run queries, customize reports, create new dashboards at a click of a mouse without the need for any IT consultants.
- ✓ It is the only solution with a true self-service system that business users are able to navigate, and create and customize their own reports

# What is the conversion rate?

MESSAGE



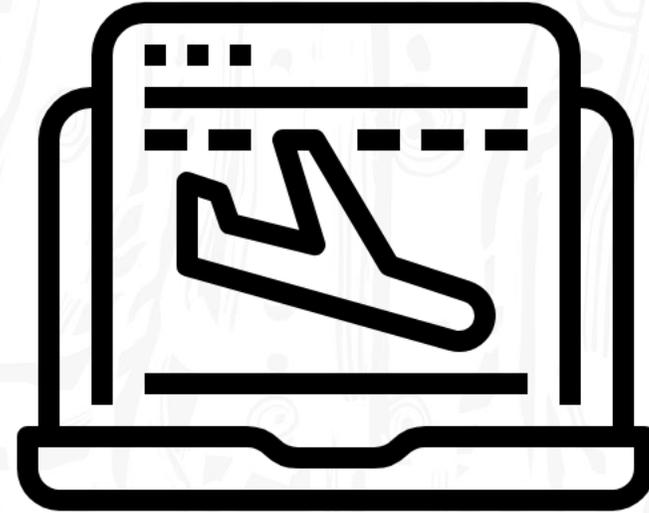
100 Clicks = 1 Order

Conversion rate =  $1/100$

1%

# What is the conversion rate?

MESSAGE



100 Clicks = 1 Order

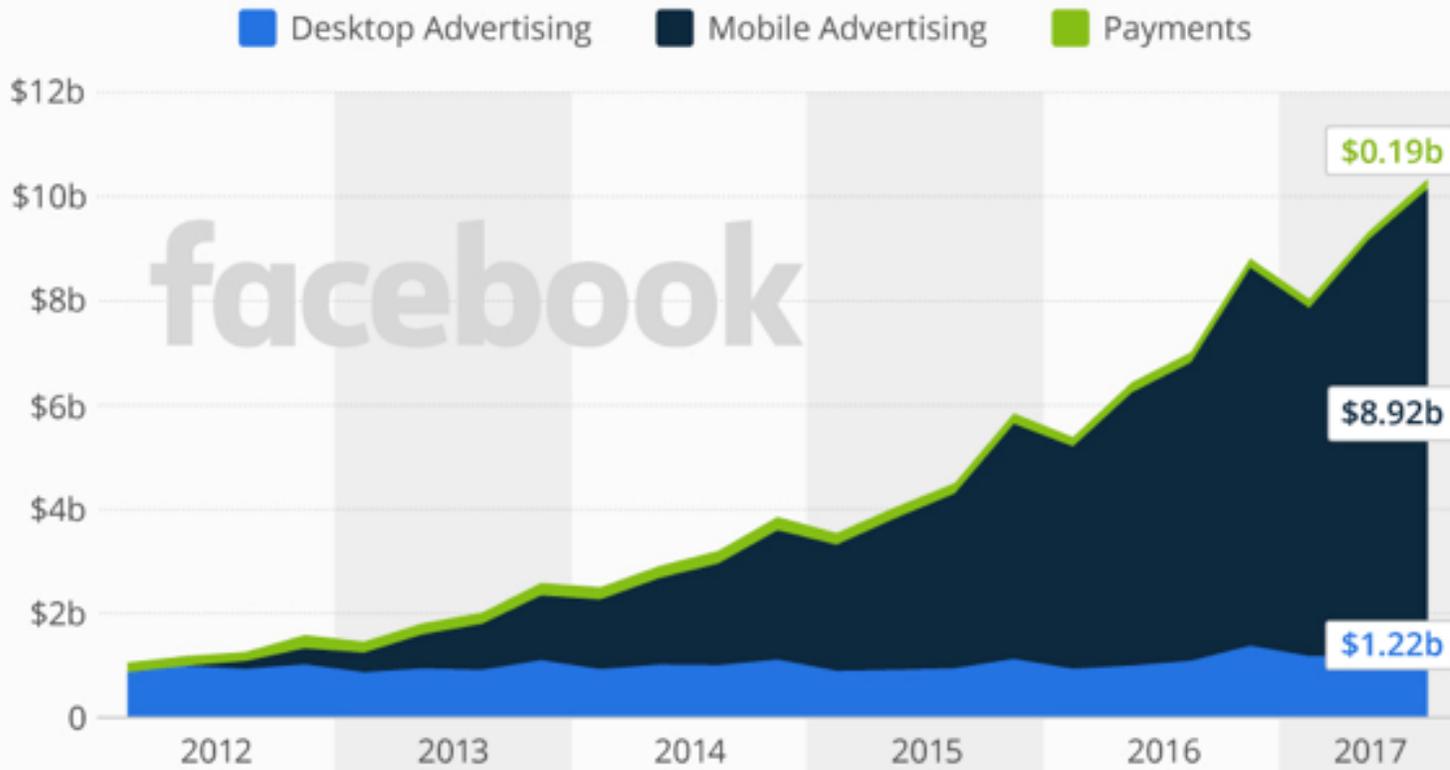


How do I make 2 orders per day??

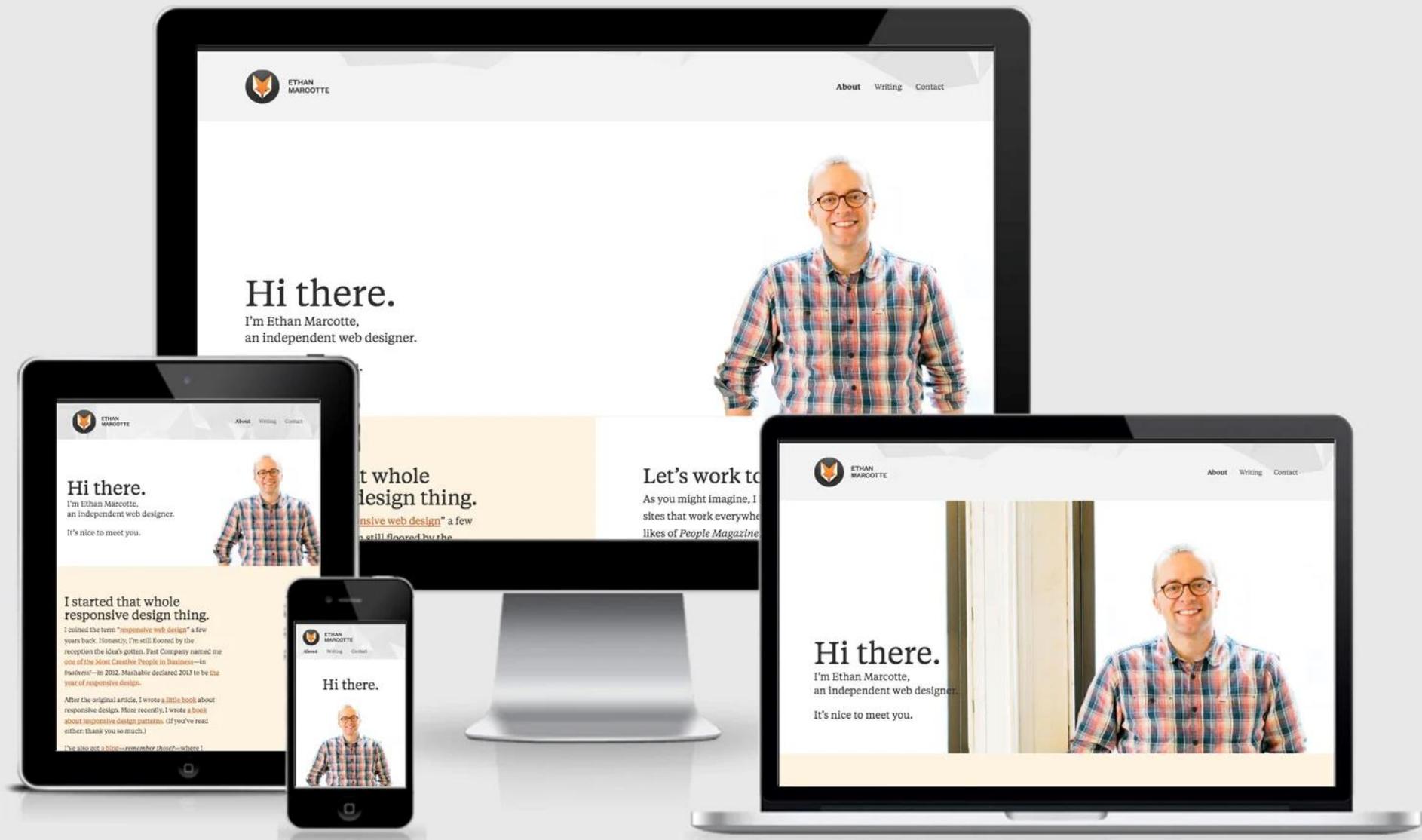
# Mobile First

## Facebook's Growth Is Fueled by Mobile Ads

Facebook's revenue by segment



@StatistaCharts Source: Facebook



ETHAN  
MARCOTTE

About Writing Contact

# Hi there.

I'm Ethan Marcotte,  
an independent web designer.



ETHAN  
MARCOTTE

About Writing Contact

## Hi there.

I'm Ethan Marcotte,  
an independent web designer.

It's nice to meet you.



### I started that whole responsive design thing.

I coined the term "responsive web design" a few years back. Honestly, I'm still floored by the reception the idea's gotten. *Fast Company* named me one of the *Most Creative People in Business*—in *Business*—in 2012. *Mashable* declared 2013 to be the year of responsive design.

After the original article, I wrote a *little book* about responsive design. More recently, I wrote a *book* about responsive design patterns. (If you've read either, thank you so much.)

The ship got a bit... remember that? ...where I



ETHAN  
MARCOTTE

About Writing Contact

## Hi there.



ETHAN  
MARCOTTE

About Writing Contact

## Hi there.

I'm Ethan Marcotte,  
an independent web designer.

It's nice to meet you.



# Size Matters





# Unclear Value Proposition

## Citibank inAccount



**inAccount.**  
A Global Online Account in Singapore for your savings, trades and investments.  
Powered by Citi.

Apply Now

### What is Citibank International Personal Bank Singapore (IPB)?

Citibank's premier solution to meet global banking and investment needs of affluent individuals like yourself, who are residing abroad. Benefit from Singapore's stable political environment and superior infrastructure to diversify and manage your wealth.

### What is inAccount?

inAccount is a unified online platform offered by Citibank IPB Singapore that gives you instant access to your funds, while allowing you to trade, invest and manage your wealth anytime, from anywhere.

- Benefits
- Features
- Products
- Is this for me?
- Promotion

Bank, trade and invest with ease with Citibank inAccount.

#### Globality

- Your Global Online Account
- Your Global Online Account resides in Singapore with superior infrastructure and global outlook
- Trade in the U.S., Hong Kong and Singapore securities markets
- Access a wide range of products that may not be available in your market

#### Convenience

- Instant access to your funds online and from over 1.4 million Citibank and shared ATM network worldwide
- Manage your savings, trading and investment with a single login
- 24-hour access to your account from wherever you are

**Exclusive interest rates for your Time Deposits!**

### Apply Now

Mandatory fields

**Yes, I want to apply for inAccount in Singapore now!**  
Simply fill up your details below and we will contact you soon.

Title :

Surname :

Given Name :

Country of Citizenship :

Country of Residence :

Email Address :

Preferred Contact Number :

Country Code	Area Code	Number
<input type="text"/>	<input type="text"/>	<input type="text"/>

Please note that due to regulatory restrictions and/or the Bank's internal policies, we may not be able to open accounts for some countries.

Submit

 Square

  
Square Register

  
Square Wallet

Sign In

# Start accepting credit cards today.

Sign up and we'll mail you a free Square Reader.

[Get Free Card Reader](#)

**2.75%** per swipe, no additional fees,  
and next day deposits



Works with iOS and Android devices







<b>PRO</b> <b>\$99/month</b> Billed Annually	<b>PLUS</b> <b>\$49/month</b> Billed Annually	<b>STANDARD</b> <b>\$19/month</b> Billed Annually	<b>BASIC</b> <b>\$9/month</b> Billed Annually
<b>250,000</b> visits / month	<b>100,000</b> visits / month	<b>25,000</b> visits / month	<b>10,000</b> visits / month
<b>100</b> active pages	<b>50</b> active pages	<b>25</b> active pages	<b>10</b> active pages
<b>Hourly</b> reporting	<b>Hourly</b> reporting	<b>Daily</b> reporting	<b>Daily</b> reporting
Heatmap Report Scrollmap Report Confetti Report Overlay Report List Report Multi Domains Tracking	Heatmap Report Scrollmap Report Confetti Report Overlay Report List Report Multi Domains Tracking	Heatmap Report Scrollmap Report Confetti Report Overlay Report List Report Multi Domains Tracking	Heatmap Report Scrollmap Report Confetti Report Overlay Report List Report Multi Domains Tracking

**SIGN UP FREE**

30-day trial for \$0

<b>PRO</b> \$99/month Billed Annually	<b>STANDARD</b> \$19/month Billed Annually	<b>BASIC</b> \$9/month Billed Annually
<b>250,000</b> visits / month	<b>25,000</b> visits / month	<b>10,000</b> visits / month
<b>100</b> active pages	<b>25</b> active pages	<b>10</b> active pages
<b>Hourly</b> reporting	<b>Daily</b> reporting	<b>Daily</b> reporting
Heatmap Report Scrollmap Report Confetti Report Overlay Report List Report Multi Domains Tracking	Heatmap Report Scrollmap Report Confetti Report Overlay Report List Report Multi Domains Tracking	Heatmap Report Scrollmap Report Confetti Report Overlay Report List Report Multi Domains Tracking

**SIGN UP FREE**

30-day trial for \$0

**SIGN UP FREE**

30-day trial for \$0

**SIGN UP FREE**

30-day trial for \$0



Media: Diapers 07.jpg  
 Time: 00:00:00.00 - 00:00:06.000  
 Participant: Mr. JJ  
 27.75 sec



## Exchangeable for the most sensitive skin.

For sensitive skin, add the chemicals and moisture that you don't want. You have diaper rash.

Baby Wipes' unique high-absorbency natural-blend cotton softness is common-sense, extra thick, gel-free protection for your baby's sensitive skin. The chlorine-free materials and alcohol-free polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.



If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leak-free guarantee at [www.baby.com](http://www.baby.com)

Participant: Mr. JJ  
 10.07 sec



## Exchangeable for the most sensitive skin.

For sensitive skin, add the chemicals and moisture that you don't want. You have diaper rash.

Baby Wipes' unique high-absorbency natural-blend cotton softness is common-sense, extra thick, gel-free protection for your baby's sensitive skin. The chlorine-free materials and alcohol-free polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.



If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leak-free guarantee at [www.baby.com](http://www.baby.com)

# chemistry.com

already a member? [sign in](#)

[why Chemistry?](#) [how it works](#) [Dr. Helen Fisher](#)

**TAKE THE PERSONALITY TEST EVERYONE IS TALKING ABOUT.**

First Name

I am  Man  Woman

Seeking  Man  Woman

Password

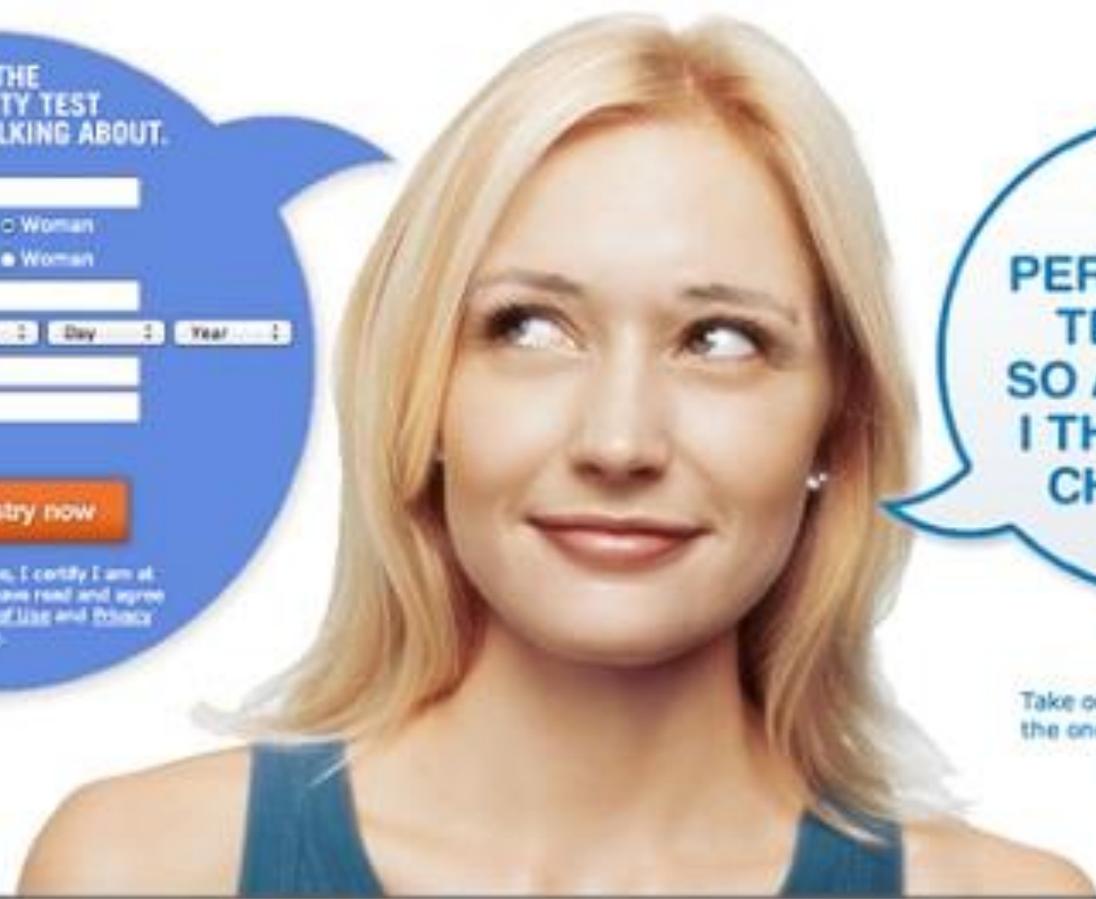
My Birth Date

Email Address

Zip/Postal Code

[find chemistry now](#)

By choosing to continue, I certify I am at least 18 years old and have read and agree to Chemistry's [Terms of Use and Privacy Policy](#).



**“THE PERSONALITY TEST WAS SO ACCURATE I THINK THEY CHEATED.”**

Take our FREE personality test - yes, the one featured on 20/20 and Good Morning America.

**ConversionXL**

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BLOG

ABOUT ▾

RESOURCES ▾

Search ...



Conversion, optimization for smart people

# Your website is leaking **money.**

Get field-tested, data-driven advice for plugging leaks & growing faster.

ConversionXL is the in-depth growth & conversion optimization blog for advanced optimizers.

Peep Lajo, Founder of ConversionXL



## Master the essentials of conversion optimization. 100% free e-book.

Conversion optimization is a process. Amateurs follow best practices and don't know where to begin. Experts follow frameworks and processes. Learn to tackle any conversion project on any website.

**GET THE FREE E-BOOK**

Vancouver, BC (YVR) to Montreal, QC (YUL) Tue. Apr. 30 – Fri. May 3, 1 traveler

Show flight summary grid ▾

1. Choose Your Departing Flight

Note: Prices are per person for roundtrip travel; they are e-ticket prices and include all flight taxes and fees. Prices may not include baggage fees or other fees charged directly by the airline. These results cover a metro area with several airports. Please review your choices carefully.

Separate Flights

Show Return Flights

See Flight + Hotel Deals

Sort by: **Departure Time** Arrival Time Stops Duration Price

	Vancouver YVR 4:19pm → WestJet 542	Montreal YUL 11:54pm	Nonstop	4h 44m	Return from <b>C\$940</b> per person Includes tax and fees
Show Flight Details ▾					<b>SELECT</b>

	Vancouver YVR 8:40am → WestJet 540	Montreal YUL 4:24pm	Nonstop	4h 44m	Return from <b>C\$940</b> per person Includes tax and fees
Show Flight Details ▾					<b>SELECT</b>

	Vancouver YVR 11:25pm → Air Canada 182	Montreal YUL 7:16am +1 day	Nonstop	4h 51m	Return from <b>C\$1,087</b> per person Includes tax and fees
Show Flight Details ▾					<b>SELECT</b>

Only 3 tickets left at this price! ⚠

	Vancouver YVR 4:55pm → Air Canada 112	Montreal YUL 12:46am +1 day	Nonstop	4h 51m	Return from <b>C\$1,087</b> per person Includes tax and fees
Show Flight Details ▾					<b>SELECT</b>

## 5. Urgency & Scarcity

Limited time offers. Limited quantities left.

EXPEDIA

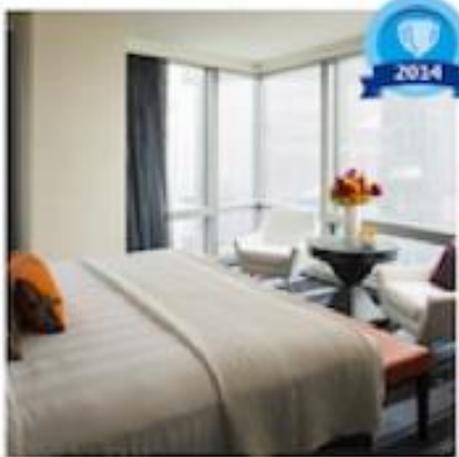
Only 3 tickets left at this price

Much less likely to wander off and check out the competition

# New York City: 322 out of 594 properties available

Our favorite areas: Theater District, Times Square & Rockefeller Center  
3 Reasons to Visit: food, sightseeing & theater

Sort by: **Recommended** Price ▾ Stars ▾ Distance from downtown Review Score ▾



## Courtyard by Marriott New York Manhattan/Central Park

★★★★★ 5880

Very good 8.2

3029 reviews

New York City – Subway Access

There are 22 people looking at this hotel.  
Will probably sell out on our site in the next 7 hours.  
Last booked: 46 minutes ago

Double Room

This room's popular – only 5 left on our site!

Price for 2 nights

~~£549~~ £487

**Reserve**



## Holiday Inn Express Madison Square Garden

★★★ 4130

Very good 8.0

1740 reviews

Chelsea, New York City – Subway Access

There are 31 people looking at this hotel.  
Last booked: 11 minutes ago

Double Room **FREE cancellation - PAY LATER**  
Breakfast included

This room's popular – only 2 left on our site!

Price for 2 nights

£598

**Reserve**

## Limited-time deals

🕒 11:58:28 Daily Deal



Today 25% off

**Best Western Trianon Rive Gauche** ★★★★★

Saint-Germain-des-Pres - Luxembourg (6 arr.) [Map](#)

1-866-264-5744 • Expedia Rate

**Good! 3.7/5**

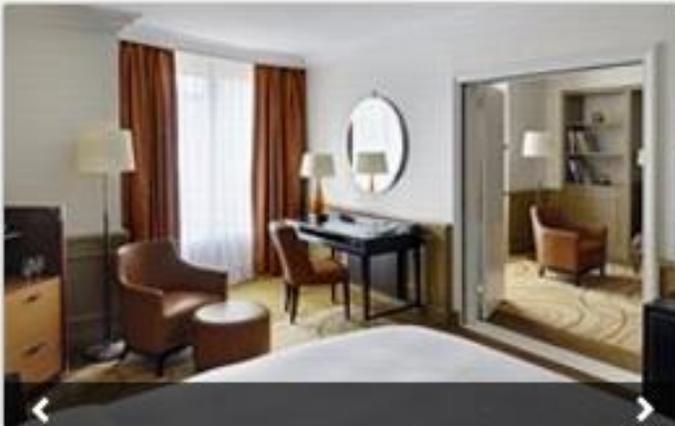
(172 reviews)

We have 1 left at

~~\$165~~ **\$124**

avg/night

✈️ Earn 544 points



**Paris Marriott Champs Elysees Hotel** ★★★★★

Champs Elysees (8 arr.) [Map](#)

1-866-267-9053 • Expedia Rate

**Excellent! 4.3/5**

(203 reviews)

We have 5 left at

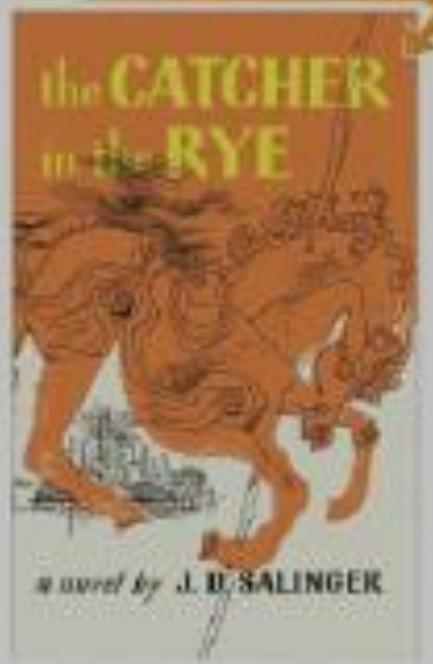
~~\$876~~ **\$467**

avg/night

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## The Catcher in the Rye [Mass Market Paperback]

J.D. Salinger (Author)

★ ★ ★ ★ ★ (3,312 customer reviews)

List Price: ~~\$8.99~~

Price: **\$4.12** & **FREE Shipping** on orders over \$25. [Details](#)

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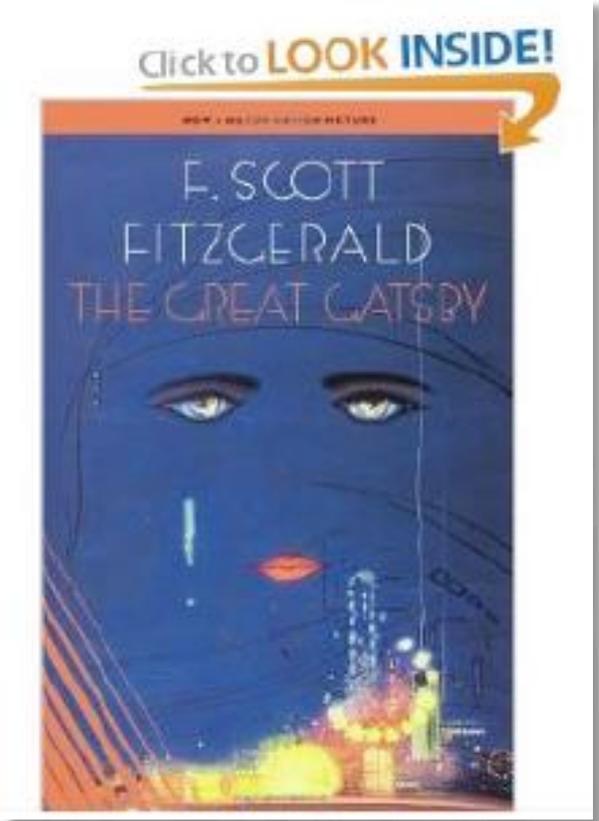
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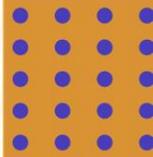
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*VALID UNTIL: 28/7/15*



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### Numerical social proof

- Number of event attendees (webinar, conference)
- Number of downloads (ebook, software)
- Customer count (online SaaS business)
- Number of social shares

### Standard online trust indicators

- Testimonials (quotes, tweets)
- Press mention logos
- Customer logos
- Privacy statements/policies

As Seen On:



OVER 4,000 HAPPY CUSTOMERS

intuit.	amazon.com
GREENPEACE	EA
LinkedIn	ROADRUNNER RECORDS



Nemo Chu, Director of Customer Acquisition, Kissmetrics

Small Businesses & Big Brands Rely On Crazy Egg Every Day  
To Make Their Websites Convert More Visitors Into Revenue Month After Month



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Book Release Date: At the beginning of next month



3 1 3 people before you

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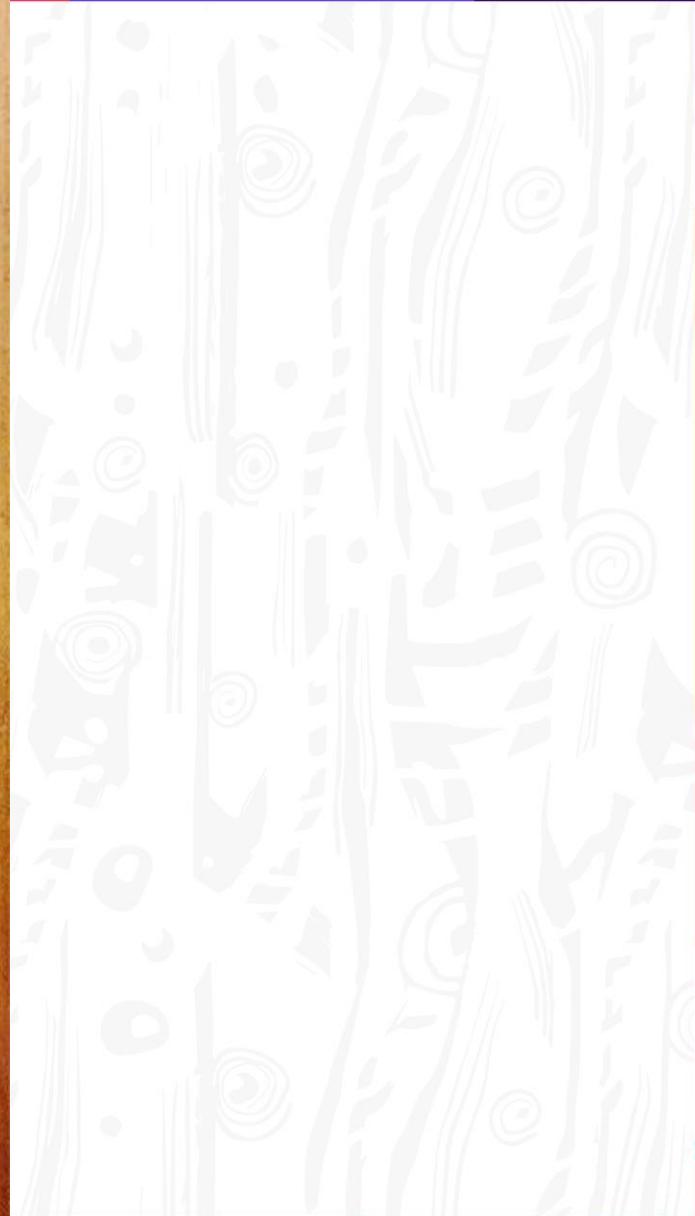
Get Free Card Reader



# Features Vs Benefit Statements

- A Major Marketing Mistake!
- Listing the features of your offering requires your visitors to ***figure out for themselves*** how your product or service can help them.
- A more effective way to communicate how you'll **solve their problems** is to talk in terms of benefits.

*“Sell the hole and not the drill”*





The image shows the retail packaging for the Mophie Juice Pack Plus, designed for the iPhone 5. The box is black with a clear window revealing the phone and the battery pack. The phone's screen displays the time 4:11 and the date Tuesday, November 11. The battery pack is a bright green color. The Mophie logo is visible at the top and bottom of the phone. The packaging includes several text elements: 'juice pack plus' in large white letters, 'made for iPhone 5' in smaller white text, and a large circular badge at the bottom left stating 'UP TO / JUSQU'A 120% EXTRA BATTERY'. A 'Made for iPhone' logo is also present. A small white circle at the top right indicates compatibility with iPhone 5s & 5. A green arrow at the bottom right points to the battery pack with the text 'PRE-CHARGED OPEN HERE'. The background of the entire advertisement features a repeating pattern of stylized African faces in white and grey.

mophie

Works with:  
iPhone® 5s & 5

Compatible avec:  
iPhone® 5s & 5

juice pack plus

made for  
iPhone 5

UP TO / JUSQU'A  
**120%** EXTRA BATTERY  
BATTERIE COMPLÉMENTAIRE

Made for  
iPhone

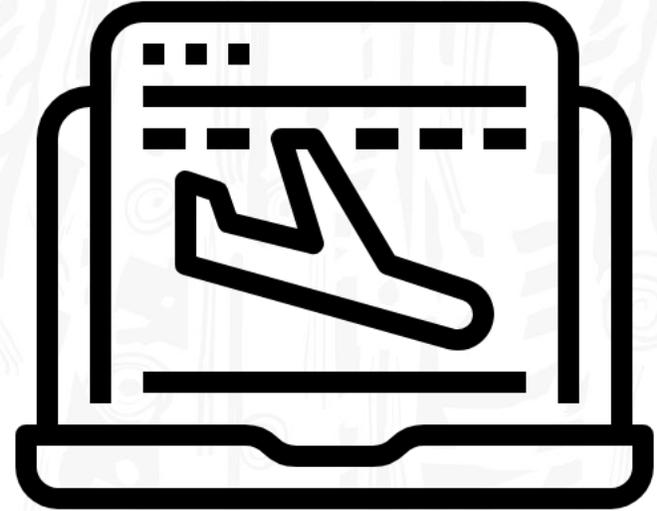
PRE-CHARGED  
OPEN HERE



MESSAGE



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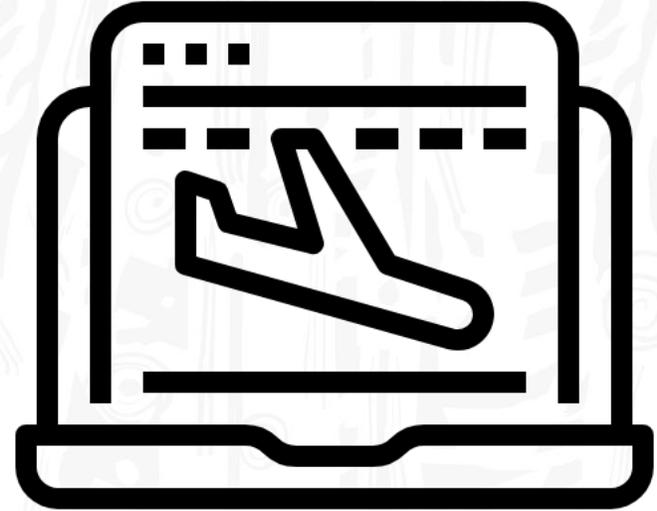
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Sales Landing Page

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# Inventory management guide: set up the best system for your store

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Number of Locations

Estimated Annual Turnover

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# The Ultimate Guide to 100+ Best Products to Sell in 2020



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by Nicole Martins Ferreira

# TRAXONE

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How to target the real buyers  
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# Webinar Best Practices

- Showcase a case study where they can steal ideas and use it

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Event Speakers



**John Manitaras**  
[ Commercial Analyst at SeaLink Travel Group ]

10+ years of experience with data functions and commercial &

October 14th, 2020

10:30 AM Cairo Time  
9:30 AM London Time

**incorta.**  
LIVE WEBINAR

**دواجن الوطنية**

## How Incorta Real-Time SAP Analytics Helped Al-Watania Poultry Reduce Food Waste By 50%

EVENT SPEAKERS

JUNE 15th, 2020

7:00 PM Cairo Time  
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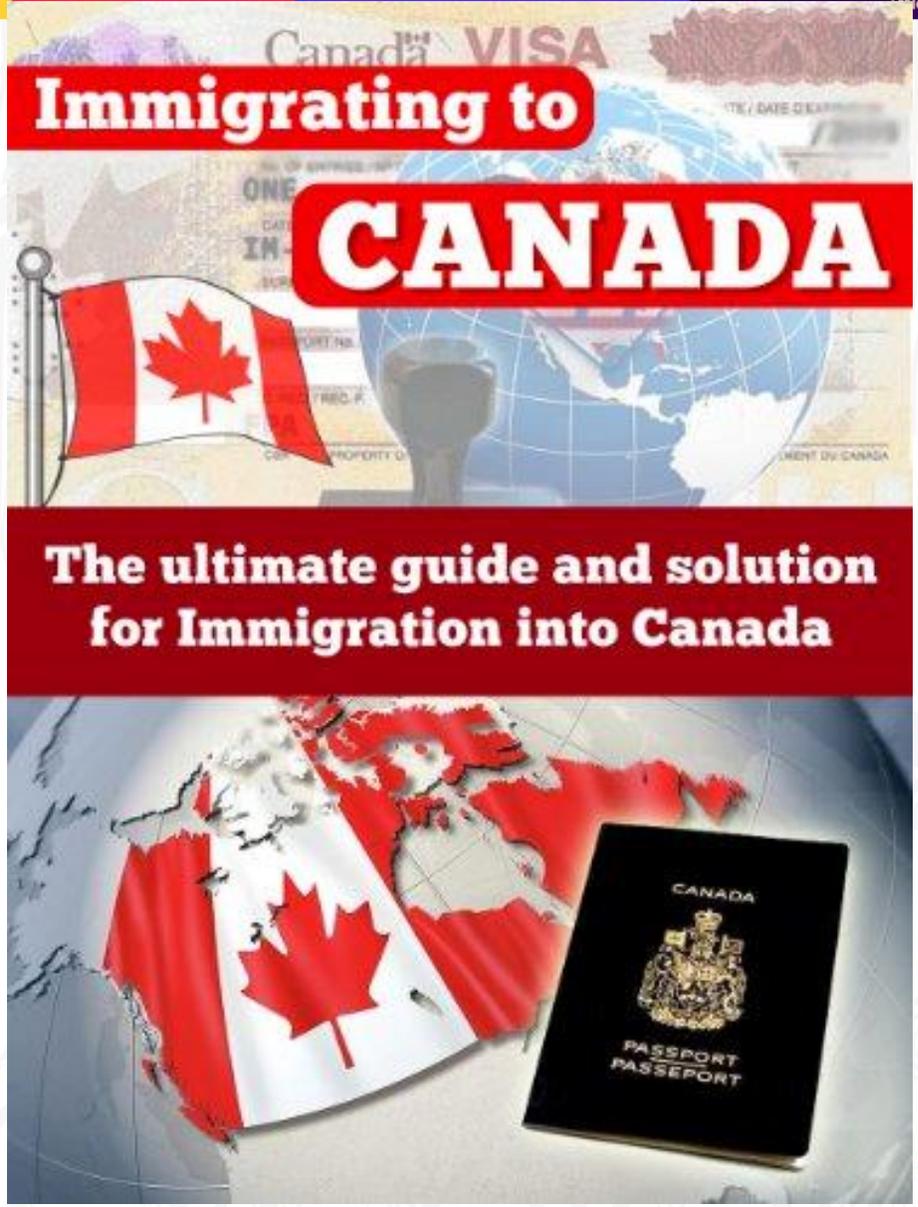
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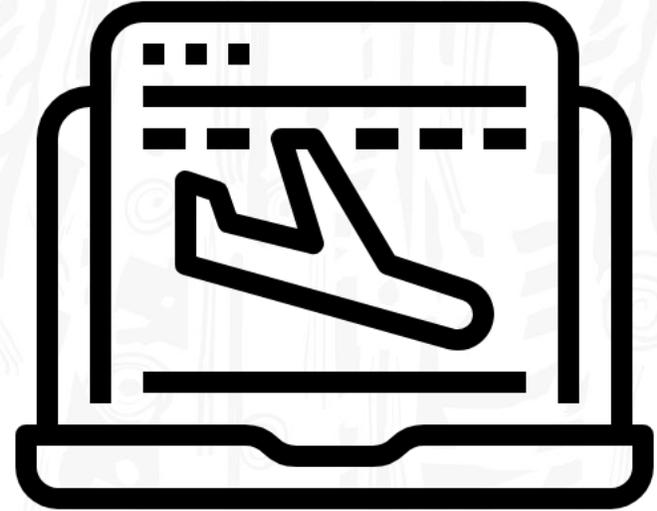
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# Consumers Visit 38 Sites Before Booking, Expedia Says

# ENTER RETARGETING

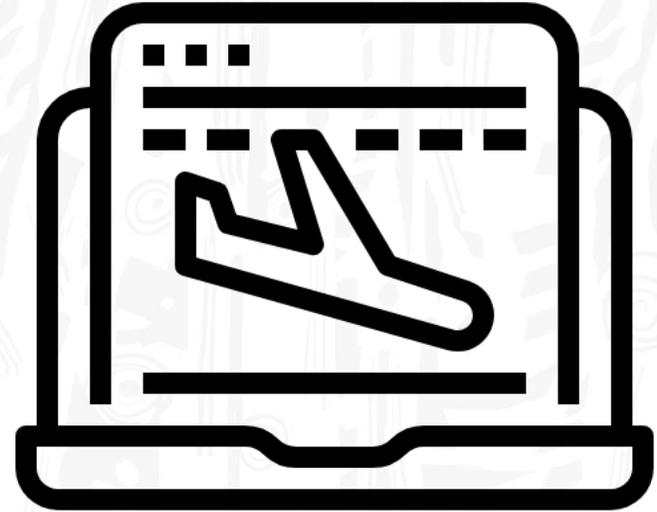




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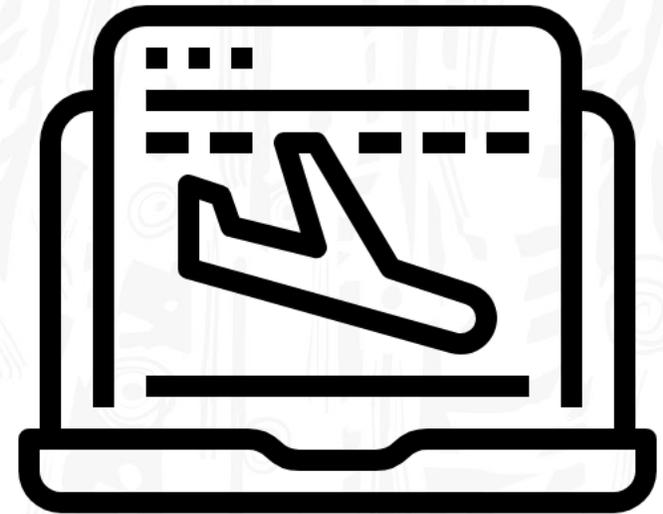




MESSAGE



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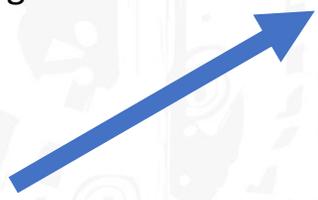
EMALS



VIDEOS



ARTICLES



# Remarketing for Customer Persuasion

- Trying to tell them **WHY** They should buy
- Who Else bought it? And what results they got
- What happens if you don't buy it? Is it a mistake?
- What happens if you don't like it? Is there a guarantee
- Is it running out?
- You can see it here in more details?

FREQUENCY

# THE RULE OF 7

CUSTOMERS WILL NEED TO SEE YOU SEVEN TIMES BEFORE THEY  
REMEMBER WHO YOU ARE

# PLATFORMS

BEING ON THE RIGHT **PLATFORM**. YOUTUBE, EMAIL, AD NETWORKS, INSTAGRAM...ALL ARE CHANNELS WHERE YOU CAN SHOW UP FOR YOUR AUDIENCE.



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THANK YOU