



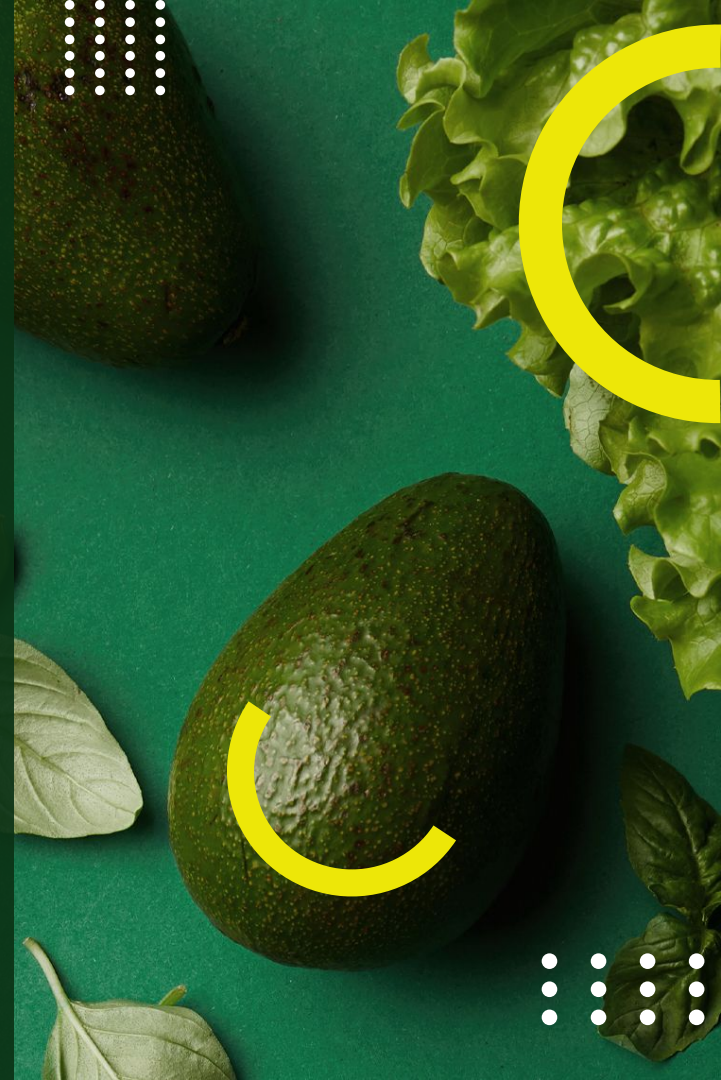
HOW TO RUN NUTRA CAMPAIGNS

with Native Ad Formats

WEBINAR

JUNE 6, 2019

CONVERTING TRAFFIC
INTO YOUR CUSTOMERS





ANTON MERKULOV
Head of Business Development



SLAVA MAIORKO
Affiliate Education Program Manager

Before We Begin

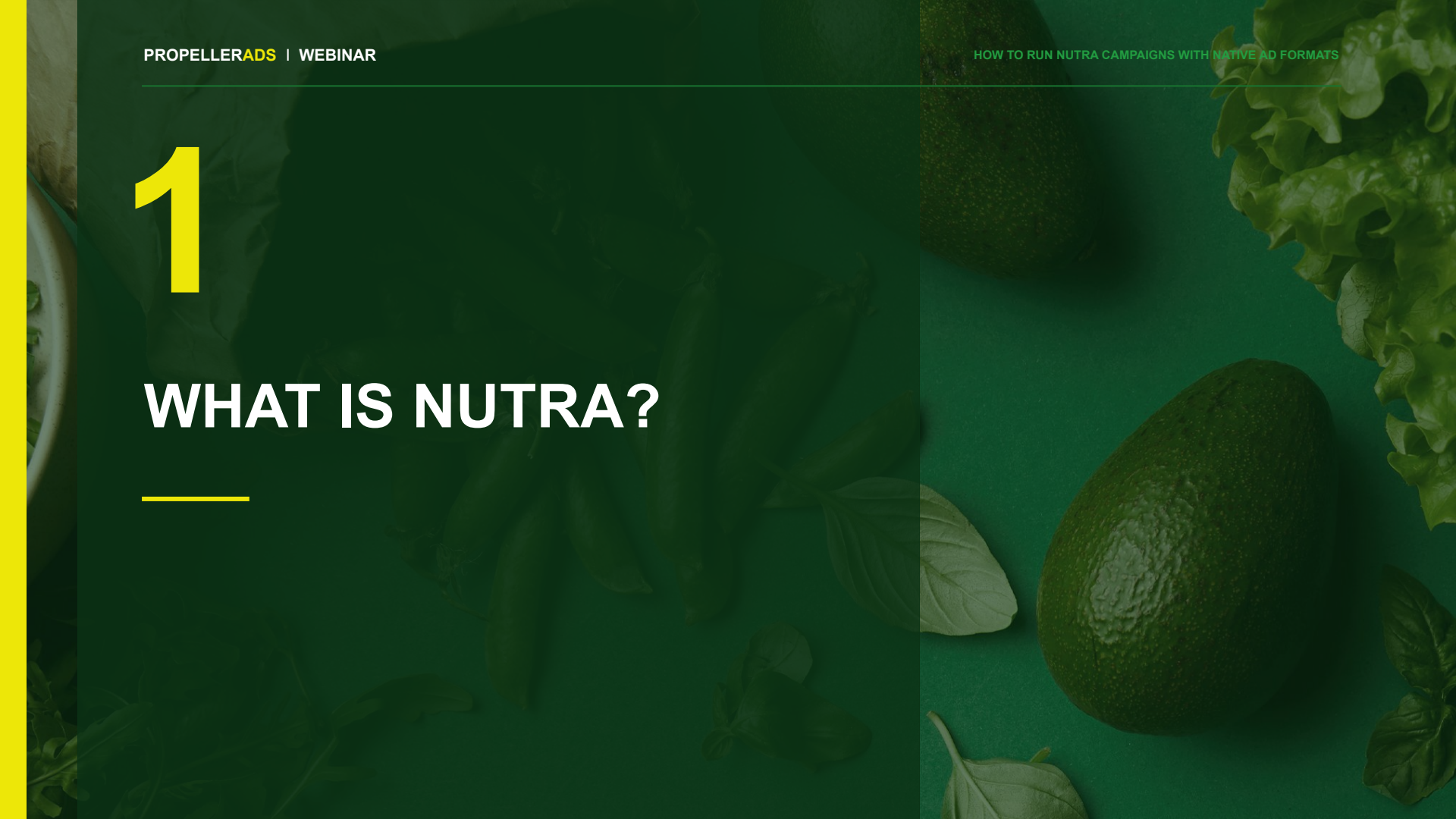
- Please let us know **if there are problems** with sound or video
- We'll answer **all your questions** at the end of the webinar
- This **presentation will be sent** to you via email
- Pay attention to the chat – we'll add **useful links** and resources
- **Join our Telegram chat** to discuss this and other topics with fellow affiliates

Questions We'll Answer

- What is Nutra and how is it different?
- Trending Offers and popular GEOs
- How to launch your successful Nutra campaign?
- Case studies to take into account

1

WHAT IS NUTRA?



1 What Kind of Products Are in This Vertical?

- Weight management and diet
- Antioxidants and vitamins
- Athletic performance
- Male and adult enhancement
- Brain support and overall well-being
- Skin care and natural hair beauty

1 How is Nutra Different from Other Verticals?

How can customers pay for the product?



DIRECT SALES

Customers pay right away.



CASH-ON-DELIVERY

Customers leave their contact details, confirm the order, and pay when receive the goods.



TRIALS & SAMPLES

Customers register for a free trial, receive the samples, and after 15-30 days receive the product again and pay for it.

1 How is Nutra Different from Other Verticals?

You can find the audience for almost any product
Supplements are always in demand, it's evergreen topic



1 How is Nutra Different from Other Verticals?

There's a strong impact of seasonality

FALL / WINTER



- Vitamins
- Immunity boosters
- Antioxidants (Elderberry)

SPRING / SUMMER



- Weight loss
- Beauty supplements
- Detox products

2

TRENDING OFFERS AND POPULAR GEOS

2 Africa



- **Diet & Food Supplements**
(Like Keto Weight Loss)
- **Skin Whitening**
- **Hair Care**

Offers: Keto Diet, Hair Revital X, Garcinia Cambogia, Titan Gel

2 Thailand

- Diet & Food Supplements
- Male Health Products
- Parasite Treatments

Offers: Hair Revital X, Cholestifin, Asami
Hair Growth, Reduslim



2 India



- Diet & Food Supplements,
- Male Health Products
- Haircare
- Ayurvedic Herbs
(for Instance, Oils, Teas, Etc.)
- Parasite Treatments

Offers: Degnight60, Green Coffee, Turmeric
BioPerine, Purefit KETO

2 Philippines

- **Diet & Food Supplements,**
- **Male Health Products**
(for Example: Liver Supplements)
- **Parasite Treatments**

Offers: Hair Revital X, BeezMAX, Top Gun Drops, Garcinia Cambogia



2 Germany



- Organic Beauty Brands
- Teeth Whitening

Offers: Keto Pure, Keto Guru, Penisizexl, Slimjet, Hair Revital X, Chocolate Slim

2 France

- Organic Cosmetic Brands
- Diet & Food Supplements
- Teeth Whitening

Offers: RockErect, Roxel, Mass Extreme, FineFit



2 USA, UK, Canada

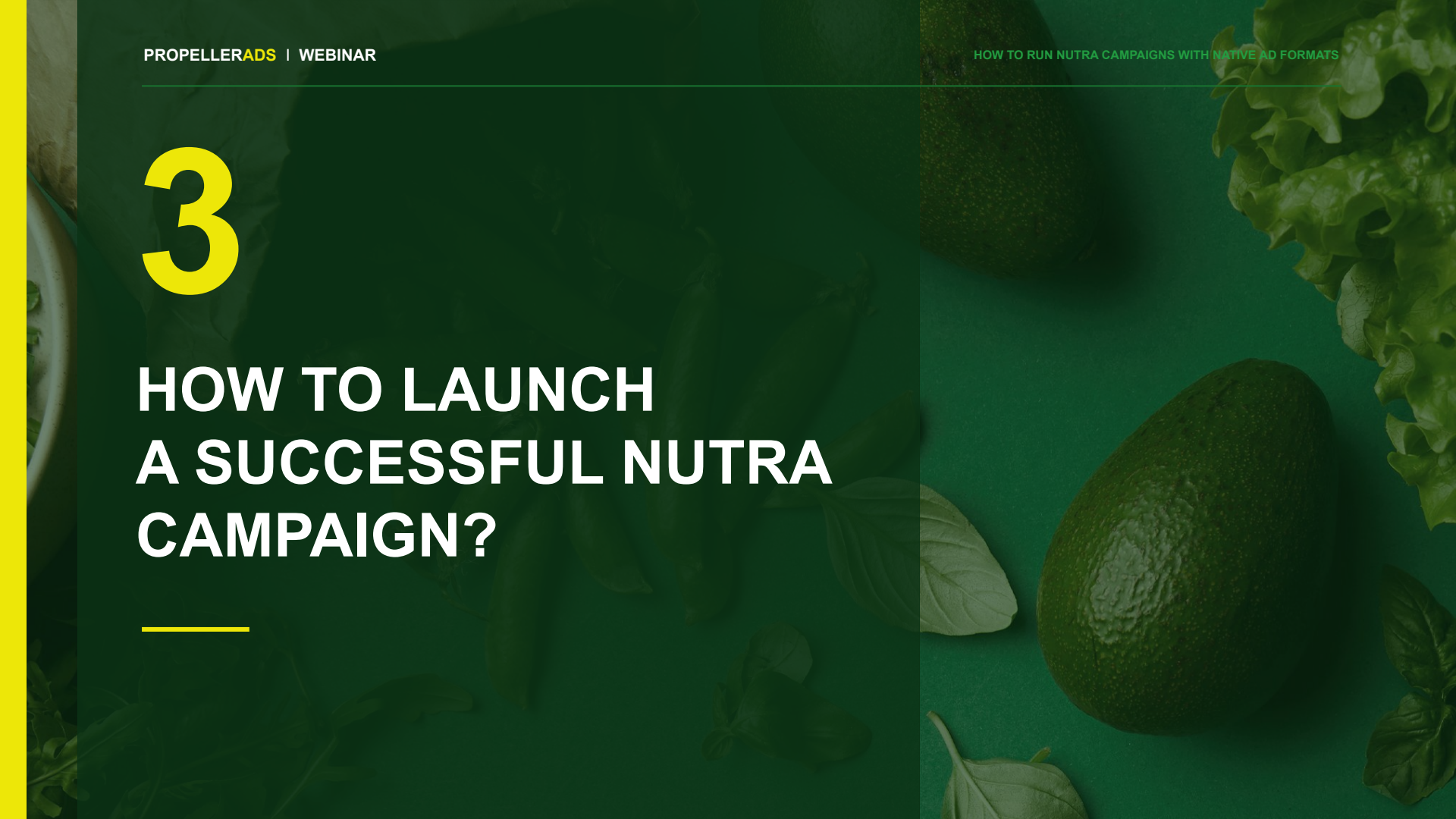


- Diet & food supplements
- Teeth whitening

Offers: KetOne, CBD Oil , Pure Life Keto, Garcinia Cambogia, Onnit, Max Boost Omega, Vitality RX, ManPlus, Ultra Diet Patch

3

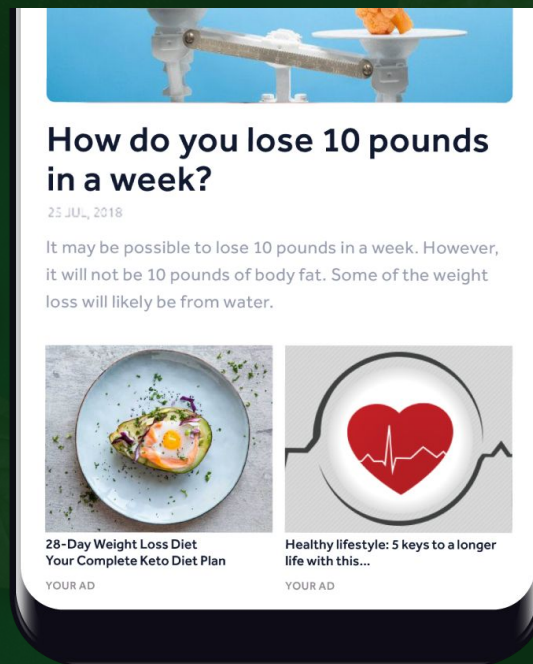
HOW TO LAUNCH A SUCCESSFUL NUTRA CAMPAIGN?



3 Choose Ad Format

Why are native ad formats so good for Nutra?

1. You get **more trust** and better conversions – your ads look like editorial content
2. With Push, you can send **time-sensitive messages** (Perfect for seasonal ads)
3. Native Ads **ensure relevance** and targeted messaging



3 Choose Ad Format

What's best for testing: Native ads or Push?



STEP I.

Launch a **Push Notification** campaigns with CPC bidding.

Upload multiple creatives to Smart Rotator, A/B test, and find the best-performing ones.



STEP II.

Take your best Push creatives and use them to build a **Native ad campaign** (CPC).

3 What Bidding Model to Choose?

CPC

– PERFECT FOR TESTING

- Start with finding the ad zones with the highest CTR >> create a **Whitelist**
- With **Smart Rotator**, find the best-performing Push creatives

CPM

– RIGHT FOR SCALING

- Start a separate **CPM campaign**, using your best creatives and Whitelist of your adzones
- Get **cheaper** leads!

3 Targeting: Ad Frequency



- Start with the **low frequency** (from 1/24 to 1/72) – we want to get as much new users as possible
- Also we **shouldn't bombard** and annoy potential customers

High CTR but not enough traffic?



- Increase the frequency to get bigger traffic volumes

3 Targeting: User Activity

Start with **High User Activity** – you need to see if your Nutra offer resonates with the most engaged audience



Create separate campaigns for other User activity groups

- ★ You can't add all User activity groups to one campaign, because you'll overpay for cheaper traffic



3 Targeting: Cross-format Retargeting



- Test **various approaches** to hook this audience (special offers, discounts, scarcity, countdowns)
- Test **Onclick** for retargeting – it will help you reduce the costs

3 Targeting: Whitelists & Blacklists



- Black and whitelists are a **MUST** for Native ad campaigns
- Lists let you spend the budget strictly on the quality audience = **Better ROI**
- **Faster results** and less optimization

3 Targeting: Whitelists & Blacklists

Things to remember:



Lists should be related to a **specific topic and GEO** (For example, weight loss, hair products, brain supplements, etc)



Whitelists must be **updated frequently** – otherwise you risk cutting yourself off from a valuable new inventory

4

CREATIVES FOR NUTRA CAMPAIGNS



4 Policy: What's Allowed and What's Not?



If the product looks like a medicine (pills, powder, etc.) make sure to include a note that the product is a **food supplement** and not a health product.

DIETARY SUPPLEMENT



DIETARY SUPPLEMENT

4 Policy: What's Allowed and What's Not?



Don't use graphic and explicit images: naked or partly naked people, provocative poses.



4 Policy: What's Allowed and What's Not?



Don't use celebrity images without their consent. Instead, you can simply say: «Lose weight like celebrities».




"I have a hectic schedule and I don't have a lot of time to devote to working out. That's why I love [Slim Force Garcinia](#)! Taking just one per day helps me lose weight where I really felt comfortable " - Drew Carey



4 Policy: What's Allowed and What's Not?



Pay attention to legal regulations in different GEOs: what kind of information you must provide? *(For example, in the U.S., there must be a disclosure and supporting evidence mentioned on the the Landing page)*

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4 Creatives: Where to Find Inspiration?

Check the **forums**. Try to understand how people describe their problem.

Message


Is it possible to prevent hair loss/balding?

I'm 21 and in the last year, my crown has started to thin out and my temples have receded quite a bit.

My hair still looks good now but if it keeps going at this rate, it will probably look quite bad by my mid 20s.

My father and mother's father have both had very bad hairlines as long as I can remember and in all photos I've seen of them in their adult lives.

Does anyone have any tips or experience on preventing hair loss before it happens? Supplements, diet tips, washing tips, or anything else?


 FIND

Oct 26, 2018

Hello members,

This is odeta stuiyks rose from australia. I want to know that Is it possible to lose weight in 7 days? If yes please tell me about those exercises.

Thanks

 Ward1255#

4 Creatives: Where to Find Inspiration?

Go through **spy tools** and creatives on **CPA networks**. Don't copy-paste – think of your own creatives. They will work better!



SPYPUSH

4 Creatives: Pre-landers

- **Every Nutra offer** needs a pre-lander
- Pre-landers **increase conversions**
- The more complicated conversion flow is, the more **persuasive** a pre-lander should be



4 How a Converting Landing Page Looks Like?

4 Signs Of A Heart Attack (No. 3 Might Surprise You)

May take 10 seconds to load. Make sure your speakers are on.

Dr. Sam Walters, N.M.D.
has been practicing medicine for over 44 years, was a consultant for NASA, and has been featured on ABC, CBS, NBC, and FOX. Along with his medical license, Dr. Sam Walters holds a Bachelors of Science in Bio Nutrition, as well as a master of Science in biology with a focus on Clinical Nutrition from Columbia College. Dr. Sam Walters is a diplomate of The American Council in Applied Clinical Nutrition, a member of the American Association of Bariatric Physicians, and has also worked with the aerospace program we know as NASA to create nutritional products to be used by their astronauts.

39,718 people viewed this page in the last 24 hours
Verified By Lithium Tracking

** Sun Q et al. "Blood concentrations of individual long-chain n-3 fatty acids and risk of nonfatal myocardial infarction." Am J Clin Nutr. 2008;88(1):216-223.
(Herold PM, Kinsella JE. "Fish oil consumption and decreased risk of cardiovascular disease - a comparison of findings from animal and human feeding trials." Am J Clin Nutr. 1986;43(4):566-598.

LOOKS LIKE A BLOG POST

AUTHORITY

STORYTELLING + VIDEO WITH USEFUL INFO

REFERENCES TO MEDICAL STUDIES

DYNAMIC CONTENT

4 How a Converting Landing Page Looks Like?

PSORILAX

ATTENZIONE: Vista l'elevata richiesta in TV, lo stock di questo prodotto detergente e disinfettante è limitato fino al 28.05.2019

00 : 13 : 43

LA PSORIASI RENDE LA VOSTRA VITA UN INFERNO?

Con PSORILAX vi sentirete meglio!

- ✓ Rimuove l'irritazione
- ✓ Nutre e lenisce la pelle
- ✓ Impedisce un'ulteriore diffusione della malattia
- ✓ Non cura i casi gravi di psoriasi

PSORILAX
ULTRA GENTILE CALM-CARE
SOLUZIONI SENSITIVE SKIN
Make skin softer & more comfortable

PSORILAX
ULTRA GENTILE CALM-CARE
SOLUZIONI SENSITIVE SKIN
Make skin softer & more comfortable

Acquista una confezione

SENSE OF URGENCY

INTERACTIVITY

4 How a Converting Landing Page Looks Like?

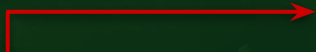
PRODUCT MEETS THE STANDARDS

ALL ABOUT SAFETY


APPROVAL BADGES


4 How a Converting Landing Page Looks Like?


COMMENTS AND
REVIEWS ADD
CREDIBILITY




Recent # Comments Add a comment

 **Tohloria Lewis**
I have been using this fat burning pill for 3 weeks now, and I seriously reduce 20 lbs! Not quite as good as Anna and Samantha, but I will take it when it was less than 5 bucks for shipping! My back and belly fat are melting away more and more every day. Thank you so much for reporting on this!
Reply. 13 . Like . 12 minutes ago

 **Tanya Porquez**
I saw Anna and Samantha presenting Regal Keto on CNN a while ago and am still using the pill. I've been using the products for about 6 wks. Honestly, this is unbelievable, all I have to say is WOW.
Reply. 6 . Like . 13 minutes ago

 **Jennifer Jackson Mercer**
A friend of mine used and recommended it to me 3 weeks ago. I ordered the product and received it within 3 days. The results have been incredible and I can't wait to see what weeks 3 and 4 bring.
Reply. 19 . Like . 25 minutes ago

 **Kristy Cash**
I wish I knew about this product before I had liposuction! It would have saved a heck of a lot of money!
Reply. Like . 46 minutes ago

4 How a Converting Landing Page Looks Like?

**ADD FAQ TO
INCREASE THE
CONVERSION
RATE**

FAQ

- + Is the trial really free? Do I need to pay for something during the trial?
- + What ingredients do you use?
- + How long does the shipping take?

4 Creatives: Images

Classics: Before & After pictures

Pitajmo one koji su već smršali uz pomoć Chocolate Slim-a



PRE / POSLE



PRE / POSLE



PRE / POSLE

Aleksandra Đurić, 25 godina

alex*****@gmail.com

Ovo je nešto neverovatno! Smršala sam skoro 10 kg u 2 nedelje i ne planiram ovdje da se zaustavim! 1 čaša pre ili umesto doručka i kilogrami sami odlaze, kao magijom odneseni, zajedno sa željom za tajnim gubljenjem kilačića pre spavanja. Probajte i uverite se sami!

Srđan Marković, 44 godine

srdjo*****@hotmail.com

Supruga mi je kupila Chocolate Slim nakon što sam probao sve i svašta - razne vrste čajeva i tableta za mršavljenje. Ali sa ovim proizvodom za samo par meseci smršao sam 15 kg. Dodajem ga u jutarnju kašu umesto putera ili u kafu umesto mleka. Savršen za zdrav način života.

Bojana Marković, 32 godine

bojanica***@gmail.com

Hvala Bogu pa je Chocolate Slim konačno stigao i u našu državu. Čitala sam o njemu na raznim forumima a sad sam ga konačno i sama probala. Neverovatno je ukusan, nisam ništa ni pomislila da mogu da smršam sa čokoladom! Što je najbolje od svega, potpuno je prirodan i napravljen od zrna kakaa.

MŪSU PIRCĚJI APSTIPRINA, CIK EFEKTĪVS IR BLISS HAIR



PRE / POSLE



PRE / POSLE



PRE / POSLE

Sausa un jutīga galvas āda jau 20 gadu vecumā ir īsta problēma jaunām sievietēm. Mans frizieris ieteica lietot Bliss Hair, lai atrisinātu šo problēmu, jo neviens cits līdzeklis nesniedza nekādus rezultātus. Es to lietoju apmēram mēnesi, un efekti ir neticami.

Jana, 20 gadus veca

Ciešu no sausas galvas ādas un matu izkrišanas jau vairākus gadus. Esmu izmēģinājusi visus līdzekļus, kas pieejami veikalos, taču neviens nav iedarbojies. Vienreiz aizgāju pie trihologa, un viņš man ieteica pamēģināt Bliss Hair. Beidzot es varēju atvadīties no manām problēmām!

Kārlis, 40 gadus vecs

Es nomainīju savus parastos matu kopšanas līdzekļus pret Bliss Hair. Tas ir panācis neticamo: tagad mani mati ilgāk paliek tīri un svaigi. Tas nepadara matus taukainus. Mati ir redzami uzlabojušies jau pēc trīs nedēļu lietošanas. Esmu patiešām laimīga un pasūtīšu šo līdzekli vēl.

4 Creatives: Images

Pictures with the typical food in the GEO you target



8 Surprising tips to boost weight loss
Doctor-designed **Weight Loss**
System. Get NOW

The image shows a native advertisement. At the top left is a small square image of a whole papaya and a sliced papaya with a measuring tape. To the right of this image is the text: "8 Surprising tips to boost weight loss", "Doctor-designed **Weight Loss** System. Get NOW". There is a close button (X) in the top right corner and a settings gear icon in the bottom right corner. Below the text is a larger image of a woman's midsection. She is wearing a pink sports top and dark pants, and is holding a pink measuring tape around her waist. She is giving a thumbs-up gesture with her right hand.

4 Creatives: Images

Medical-themed images: x-rays, anatomy, etc.

WAS IST RHINO-CORRECT?

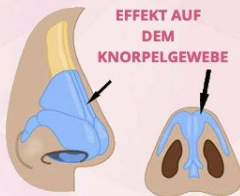
Eine Alternative zur Rhinoplastik, wenn Sie Ihre Nasenform ändern möchten.

- ✓ EINE NEUHEIT IN DEN USA**

Rhino-Correct – eine Neuheit in den USA. Der Klipper zur Nasenkorrektur daheim.
- ✓ KORREKTUR VON KNOLLENNASE**

Nasenkorrektur daheim. Wie können Sie die "Kartoffelnase" loswerden? Falls Sie eine breite Nase haben und diese verschmälern möchten, dann brauchen Sie Rhino-Correct, ein einzigartiges Produkt, das in den USA und Japan bereits für Aufsehen gesorgt hat.
- ✓ ALLE GROSSARTIGEN SACHEN SIND EINFACH!**


Rhino-Correct – eines der einfachsten und effektivsten Gesundheitsprodukte.



EFFEKT AUF DEM KNORPELGEWEBE

Angaben:

Gewicht: 4 Gramm
 Verpackungsgröße: 7/5/3 cm
 Verpackungsgewicht: 75 g
 Packung enthält: 1 Stück
 Rhino-Correct mit einer Option zur Änderung der Größe – drehen Sie hierfür nur die Silikonpads.




Ter um tom de pele brilhante e uniforme é algo com que qualquer mulher sonha. Muitos produtos cosméticos contêm componentes agressivos de lixívia que apenas aclaram temporariamente as áreas pigmentadas. O problema é que, após o tratamento, essas áreas ficam ainda mais escuras.

Estamos com sorte, pois finalmente a cosmetologia moderna fez grandes progressos nesta área e desenvolveu um sérum especial de branqueamento de pele: Mulberry's Secret.

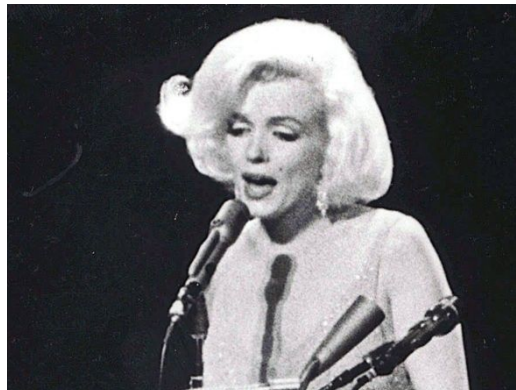
A sua combinação única de ingredientes ativos totalmente seguros irá permitir alcançar um tom de pele ideal, sem manchas de pigmentação ou sardas, preservando a saúde da sua pele e melhorando o seu estado geral.

O sérum não tem contraindicações e a sua utilização é recomendada para qualquer tipo de pele e idade.



4 Ad Copy: Hooks and Triggers

Use **listicles** – make your ad look like content.



10 Unforgettable Celeb Diets Through the Years

YOUR AD

4 Ad Copy: Hooks and Triggers

Ask **questions** and tease ...



Want fit body? You only need to do this exercise 7 times...

YOUR AD

How to? Make it look like tutorial



How to use Olive oil for hair every day?

YOUR AD

4 Ad Copy: Hooks and Triggers

Newsworthy content



New study! Asian consumers prefer this diet plan to lose weight

YOUR AD

Make it look like **review** from a real user



"I forgot about skin problems. Here's how I changed my routine"

YOUR AD

4 Ad Copy: Hooks and Triggers

Quote FACTS



Obesity is contagious. You have 171% greater chance to become fat if

YOUR AD

Negative sentences



No more bald head. Stop using these shampoos right now


YOUR AD

4 A/B Testing Your Creatives

1. You can use up to 8 creative sets in one campaign
2. Choose the bidding model, matching your objective:

CPC – only the best creatives will get traffic

CPM – traffic is evenly allocated between creative sets (A/B testing)



Push Notifications

Creative 1

Title 30

Description 40

Image 192x192
 .jpg, .png - 200KB maximum

Upload image

Image 360x240

We recommend 720x480 to make images look best for users with retina displays. .jpg, .png – 720Kb max.

Upload image

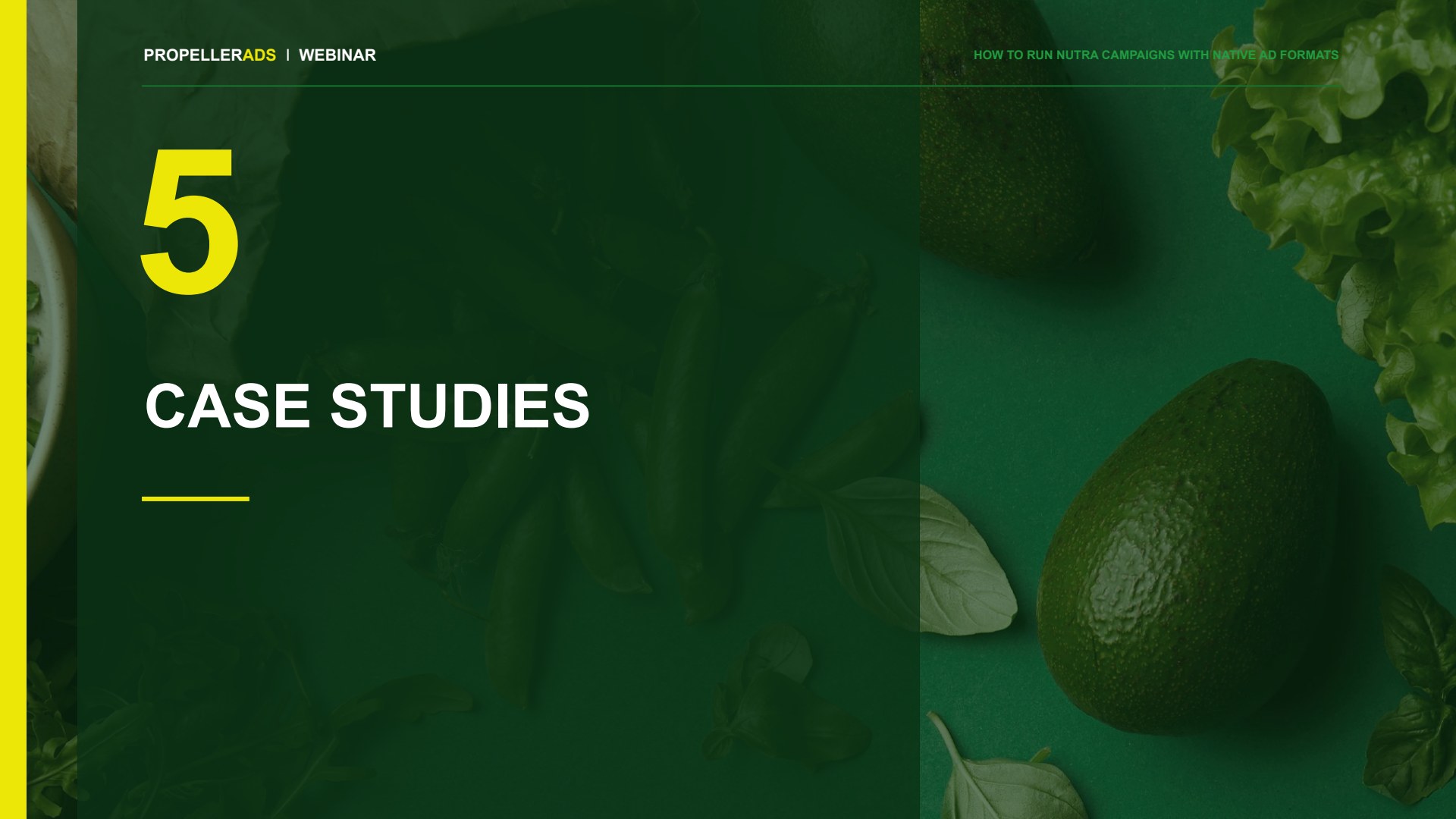
Preview push notification

+ Add another creative for testing

↖

5

CASE STUDIES



5 Case Study: Chocolate Slim

GEO: Vietnam

Period: January 2019 - May 2019

Ad Format: Push Notifications (CPC)

Targeting: Mobile, Android

User activity: High

Frequency: 1/24



5 Case Study: Ecoslim

Giải pháp giảm cân từng làm nghiêng ngả “sao” trên khắp thế giới

Chiem ngưỡng vẻ đẹp tuyệt vời với thân hình cân đối của các sao U50, U60 từ giới showbiz Hàn hay Hollywood chắc chắn nhiều người đã từng thắc mắc về bí quyết giữ cân của họ? Sử dụng phương pháp hút mỡ? Lạm dụng phẫu thuật dao kéo nguy hiểm?

Hoàn toàn không! Bí quyết của họ đến từ một “bí mật” đặc biệt chưa bao giờ được tiết lộ công khai - một giải pháp tuyệt vời mang lại hiệu quả nhanh chóng với mức chi phí vô cùng tiết kiệm

Cách đây vài tuần, trong chương trình chăm sóc sức khỏe và làm đẹp tại Hàn Quốc – “kính độ sắc đẹp” của cả thế giới, bác sỹ nổi tiếng Hàn Quốc Lee Hwang Won – chuyên gia dinh dưỡng, sức khỏe cho rất nhiều sao nổi tiếng đã chia sẻ một điều chưa bao giờ được tiết lộ về phương pháp làm đẹp của các sao.

Bí quyết khiến hàng triệu khán giả xem đài không khỏi ngạc nhiên với vô số cảm xúc ngỡ ngàng khi nó hoàn toàn khác xa với những gì họ tưởng tượng về chi phí mà người nổi tiếng phải bỏ ra để làm đẹp. Tiết kiệm tối đa, hiệu quả ưu việt là những gì người xem nhận xét sau khi theo dõi chương trình của bác sỹ Lee Hwang Won.

SỨC KHỎE

Độc đảo mù bảo hiểm thông minh theo dõi sức...

- Cảnh báo sâu răng có thể nguy hiểm tính mạng
- Lần đầu tiên sử dụng robot phẫu thuật ung thư dạ dày
- Sai lầm nào khiến bạn mắc bệnh răng miệng?

ĐỜI SỐNG

Điều gì xảy ra khi bạn chỉ uống nước lọc mỗi...

- Ăn nhạt đường phổ vi trẻ tự kỷ
- Hạnh phúc theo quan điểm của những người bình dị
- Trung Quốc: Nô thu ngân đếm tiền

Results

- **ROI: 76%**
- **CTR: 0.8%**
- **CPC: \$ 0.01**

What was done right?

- Realistically looking images
- Used storytelling
- Focused on exact problem

5 Case Study: Ecoslim

GEO: Thailand

Period: May 2019 - June 2019

Ad Format: Push Notifications (CPC)

Targeting: Desktop + Mobile

User activity: High + Medium (After test)

Frequency: 1/24



5 Case Study: Ecoslim

CERTIFICATE
CERTIFICATE

แพทย์ผู้เชี่ยวชาญเฉพาะสาขา หุ่นจรัลยวีภา เข็มเก๋ทรทิพย์
 นักโภชนาการ ประสบการณ์ในสายอาชีพ 18 ปี

"ดิฉันได้เห็นผู้หญิงมากมายที่ประสบปัญหา พวกเธอลองทริควิธีทาง
 โดยไม่ได้รับผลอะไร หรือล้มเหลวมีน้ำหนักเท่าเดิมกับที่เพิ่งลดไป ดิฉัน
 เคยแนะนำให้พวกเธอตั้งสติและลองใหม่อีกครั้ง แต่ตอนนี้ดิฉันจะแนะนำ
 ทางเลือกที่ดีกว่านั้น นั่นก็คือ **ECO SLIM** ซึ่งสามารถนำมาใช้เป็น
 อาหารเสริมได้ เป็นสูตรออร์แกนิกค่ะ ทุกคนสามารถใช้ได้ ไม่ว่าจะเพศ
 โหน อายุเท่าไร ใช้ได้ทุกคนค่ะ การลดน้ำหนักได้ผลสมบูรณ์เนื่องมา
 จากการเผาผลาญไขมัน ไม่ใช่จากการขับน้ำออกจากร่างกาย
ผลลัพธ์ในบริเวณที่เป็นปัญหานั้นจะสามารถมองเห็นได้ในระยะ
 เวลาเพียงสัปดาห์เดียวเท่านั้น มีการนำ ECO SLIM มาใช้ในระบบโภชนาการของอเมริกามาสักพักหนึ่งแล้วค่ะ และ
 กำลังได้รับความนิยมเป็นอย่างมากในประเทศไทยด้วย ดิฉันแนะนำให้คนใช้ใช้ทุกคน แต่ก็ยังไม่มีใครมีปัญหาในการ
 ใช้เลยสักคนเดียวค่ะ"

การสนับสนุนของกรมสุขภาพนานาชาติได้วิจัยไว้ว่า ผลลัพธ์ออกมาเกินคาดหวังทั้งหมด:

กรมสุขภาพนานาชาติได้ทำการจัดสำรวจ: คุณลดน้ำหนักได้อย่างไร?

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- Facts: medical study
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