

Case Study

1,553 New Buyers in 30 Days: Profiting From a \$4.99 Day-Trading eBook



The Backpack Trader hired fractional CMO Walt Rines to turn their Day Trading QuickStart Guide into a paid traffic engine. In just thirty days the team launched a high conversion funnel plus three Meta campaigns that produced buyers at only \$76 each and captured 1,553 verified reviews, building a deep pool of leads for premium offers.

The Challenge

Acquire customers profitably when the front-end product sells for less than five dollars in a saturated trading education market.

Solution Highlights

- Conversion optimized funnel built in GoHighLevel with stacked bonuses and authority video.
- Precision media buying using look-alike audiences, interest stacking, and weekly creative refresh.
- Automated back-end that moved leads and buyers into segmented email and webinar sequences to sell high-ticket programs.

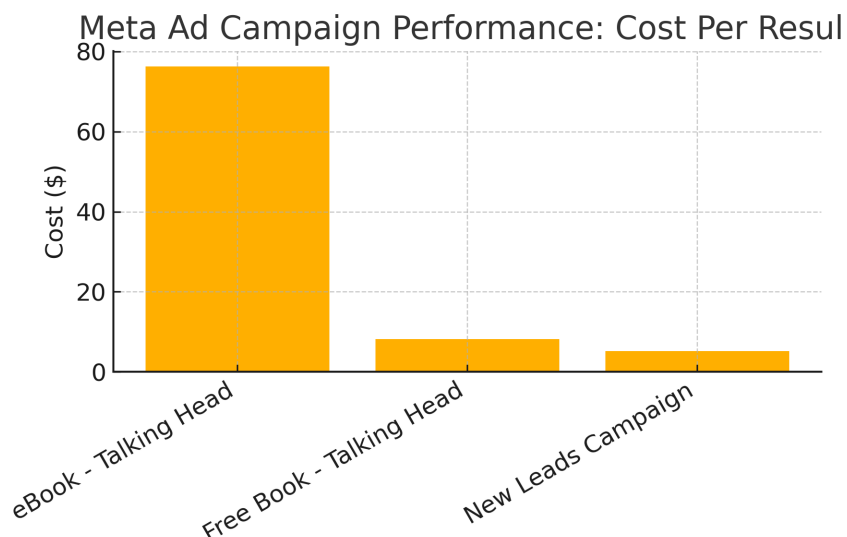
High Conversion Landing Page

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Campaign Metrics

Campaign	Objective	Results	Cost / Result	Spend
eBook - Talking Head	Purchases	69	\$76.28	\$5,263
Free Book - Talking Head	Leads	155	\$8.13	\$1,260

New Leads Campaign	Leads	266	\$5.23	\$1,398
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Cost efficiency across campaigns.

Monetization Blueprint

- Free eBook leads at five to eight dollars each converted into a 997 dollar training at a six percent take rate.
- Four ninety-nine eBook buyers were funneled to a webinar that sold a 2,995 dollar course at an eight percent take rate.
- The combined funnel generated a return on ad spend of 4.2 inside forty-five days.

Why It Works

A low-ticket front end funds ad spend and fills your list while segmented automation converts new contacts into high-value customers. Because every stage is measured and optimized, profit rises with scale.

Ready to Lower Your CPA?

Book a free thirty-minute Growth Blueprint call with Walt Rines. Get three custom tactics you can launch this week, or have Walt's team run the full playbook for you. Email: walt@crimsonedgeventures.com | Phone: +1 702 518 6317