# Matt Sjoquist

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# Funnel & Marketing Optimization

## Facebook ads

#### **VARIATIONS**

| LAW              |   |                         |   |
|------------------|---|-------------------------|---|
| Theme            | TEXT (90)   | HEADLINE (25)           | LINK DESCRIP (30)   |
| YOU<br>deserve   | You deserve to know your rights! Ask a licensed lawyer & get answers in minutes.                  | Ask a lawyer online now | See why 9 million+ people use JustAnswer to get expert advice.    |
| Don't rely on    | Don't rely on Internet rumors. Chat with licensed lawyers to get expert legal answers in minutes. | Ask a lawyer online now | See why 9 million+ people use JustAnswer to get expert advice.    |
| Stop<br>guessing | Stop guessing. Start knowing. Chat now with licensed lawyers to get expert legal answers.         | Ask a lawyer online now | See why 9 million+ people use JustAnswer to get expert advice.    |
| Too<br>important | Your legal issues are too important to count on amateur guesses or community forums.              | Ask a lawyer online now | See why 9 million+ people use<br>JustAnswer to get expert advice. |
| Save<br>money    | Save money with answers from licensed lawyers instead of advice from expensive law firms.         | Ask a lawyer online now | See why 9 million+ people use<br>JustAnswer to get expert advice. |

WINNER:
CTR 1.22%
Conversion ~11%

#### **WINNING AD**



#### **EMAIL OPTIMIZATION**

#### SL: Welcome to JustAnswer - New Bonus



Hello

I'm part of the Expert Operations Team and I wanted to welcome you to the JustAnswer Expert community!

We saw that you joined fairly recently and wanted to set you up for success early on by offering you a special new expert promotion. We understand that it may be difficult to receive customer ratings early on and wanted to help you with this program in the meantime

#### New Expert Promotion:

- During your first 30 days, you will receive a guaranteed \$4 per question for every question you answer. (Meaning at least one response must be marked as an 'answer'. The question does not have to receive an 'accept' to be eligible)
- Applies to the first \$0 questions resulting in up to \$200 guaranteed (if \$0 questions are answered)!
- All normal expert policies and rules still apply.
- We will calculate your bonus after your first 30 days and this will be paid out as part of your normal monthly payout the following month.

A few extra notes: Premium service questions are eligible too. Questions you already answered will be included in this total. Quality rating and refund rate will be considered, so please try your best! Pramotion only applies to the original recipients of this email.

#### New Expert Tips:

- . 5 Ways to Get A 5-Star Rating
- 10 Tips From Top-Rated Experts To Improve Your Ratings
- There are even more tips that are just awesome at the Expert Help Center
- Please reach out to your category moderators, who can help with additional training

We wish you continued success in our journey to making the world better by connecting people with verified experts to help answer questions and solve problems!

Please let me or any of the category moderators know if you have any questions.

Thank you?

Expert Operations Team

Joel Lanzaga Business Operations Manager 94% lift in open rate 253% lift in CTR

#### SL: \$200 New Expert Bonus



#### Up to \$200 cash bonus for new Experts

Hello, << Test First Name >>

We want to set you up for success! As a new Expert, you get a guaranteed \$4 cash bonus per question up to \$200 in your first month (on top of your normal payout).

#### New Expert Cash Bonus - \$4 per question up to \$200\*

- Send your best answer no customer rating required
- . Earn up to \$200 bonus on 50 questions in first 30 days
- Includes Premium Service requests

See more details below. If you have any questions, contact your <u>Category Moderators</u> or send an email to <u>expertsupport@justanswer.com</u>.

Thank you, Expert Community Management

Earn your cash bonus now

### **SEM optimization**

#### **CONTROLS**

#### Ask a Vet Online Now - A Vet Will Answer You Now

Ad www.justanswer.com/Pets/Online-Vet \*

Questions Answered Every 9 Seconds. Get Online Vet Answers & Save Time?

Worldwide Since 2003 - Over 12 Million Answers

Steps: Ask Your Question, Connect With A Veterinarian, Talk 1-On-1 Online...

Ask a Dog Veterinarian Ask a Livestock Vet Ask a Cat Veterinarian Ask on JustAnswer Now

Ask a Dodge Mechanic Now - A Mechanic Will Answer ASAP

www.justanswer.com/dodge \*

4.7 \*\*\* rating for justanswer.com

Questions Answered Every 9 Seconds.

12MM+ Questions Answered - Helped Over 8MM Worldwide

A+ Rating - Better Business Bureau

Pickup Truck Problems? Ask an RV Question Now Ask About Luxury Cars Now Ask a Truck Question Now

Ask a Lawyer. HOA Law - Get an Answer ASAP® - justanswer.com www.justanswer.com/Law/Hoa •

4.7 \*\*\* rating for justanswer.com

A Lawyer Will Answer in Minutes! Questions Answered Every 9 Seconds.

Helped Over BMM Worldwide 12MM+ Questions Answered

A+ Rating - Better Business Bureau

Ask Civil Lawyers Ask on JustAnswer Now Ask Pension Lawyers Ask Employment Lawyers

Ask a Doctor Online Now - Doctors Answer in Minutes - justanswer.com

Ad www.justanswer.com/web/md \*

4.7 ★★★★ rating for justanswer.com

Questions Answered Every 9 Seconds. Get Medical Answers Online & Save Time!

12MM+ Questions Answered · Helped Over 8MM Worldwide

Get Medical Answers Ask a Gynecologist

Ask a Urologist Ask a Nurse

-16% CTR +81% Conversion

+62% CTR +40% Conversion

+4% CTR +24% Conversion

-18% CTR +42% Conversion

#### **NEW VARIATIONS**

#### Ask a Licensed Vet Online Now - A Vet Will Answer You Now

Ad] www.justanswer.com/Pets/Online-Vet ▼

Questions Answered Every 9 Seconds. Get Online Vet Answers & Save Time!

Worldwide Since 2003 · Over 12 Million Answers

Steps: Ask Your Question, Connect With A Veterinarian, Talk 1-On-1 Online...

Ask a Dog Veterinarian Ask a Livestock Vet
Ask a Cat Veterinarian Ask on JustAnswer Now

#### Ask a Dodge Mechanic Now - Certified Mechanics Online Now

www.justanswer.com/dodge \*

47 \*\*\* rating for justanswer.com

Questions Answered Every 9 Seconds.

12MM+ Questions Answered - Helped Over 8MM Worldwide

A+ Rating - Better Business Bureau

Ask American Car Question Ask Your Car Question Now Ask Classic Car Questions Ask on JustAnswer Now

#### Ask a Real Estate Lawyer - Lawyers Ready & Online Now

Ad www.justanswer.com/Real-Estate-Law \*

4.8 \*\*\* rating for justanswer.com

Questions Answered Every 9 Seconds. Get Legal Answers Online & Save Time!

12MM+ Questions Answered · Helped Over 8MM Worldwide

A+ Rating - Better Business Bureau

Ask Real Estate Lawyers Ask Inheritance Lawyers
Ask Employment Lawyers Ask Criminal Lawyers

#### Ask a Doctor Online Now - Get 1on1 Medical Answers ASAP

Ad www.justanswer.com/Medical \*

4.8 \*\* \* \* rating for justanswer.com

A Doctor Will Answer in Minutes! Questions Answered Every 9 Seconds.

Helped Over 8MM Worldwide · 12MM+ Questions Answered

A+ Rating - Better Business Bureau

Get Medical Answers Ask a Urologist
Ask a Gynecologist Ask a Pharmacist

#### CONTROLS

Ad · www.justanswer.com/ford •

Ask a Ford Mechanic Online Now | Get Ford Answers Online Now

Ford Mechanics Online Now. Get Expert Repair & Parts Guidance in Minutes! 12MM+ Questions Answered. Helped Over 8MM Worldwide. Highlights: BBB Accredited Business, Chat Support Available.

AD: +166% CTR LP: Maintained Conversion

#### **NEW VARIATIONS**

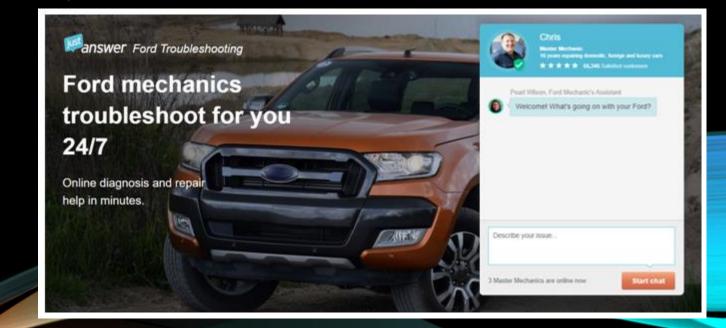
Ford Explorer Troubleshooting | Certified Mechanics Guide You 

Ad www.justanswer.com/mechanics/ford-explorer ▼

Ford Explorer Mechanics Online Now. Fix It with Expert Repair & Parts Help in Mins, 24/7. Helped Over 8MM Worldwide · 12MM+ Questions Answered

CONTROL LP HEADLINE (Same LP with different copy)

Ask a Ford Mechanic Online Now Get an answer in minutes



## Ad to LP optimization

#### CONTROLS

#### Ask a Doctor Online | A Doctor Answers in Minutes

Certified Medical Professionals Are Ready to Answer Questions, 24/7. Chat Support Available. Board-Certified **Doctors**. Services: 1-on-1 **Doctor** Consult, Nurse Advice, Symptom Check, Treatment Options, Second Opinions.

Ad: Flat CTR LP: +157% Conversion

CONTROL LP HEADLINE (Same LP with different copy)

Ask a Doctor Now Get an answer in minutes

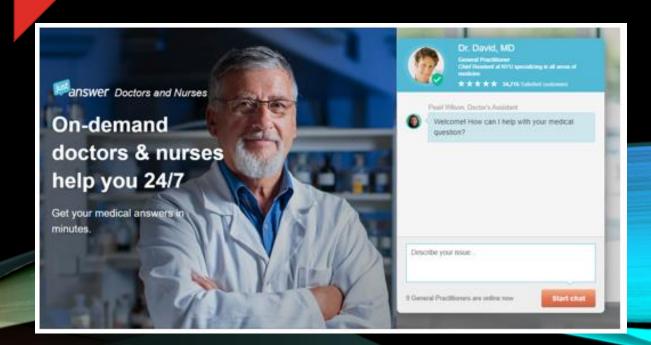
#### **NEW VARIATIONS**

Ask a Doctor or Nurse Now | On-Demand Doctors Help You | No Insurance? No Problem.

Ad www.justanswer.com/doctors ▼

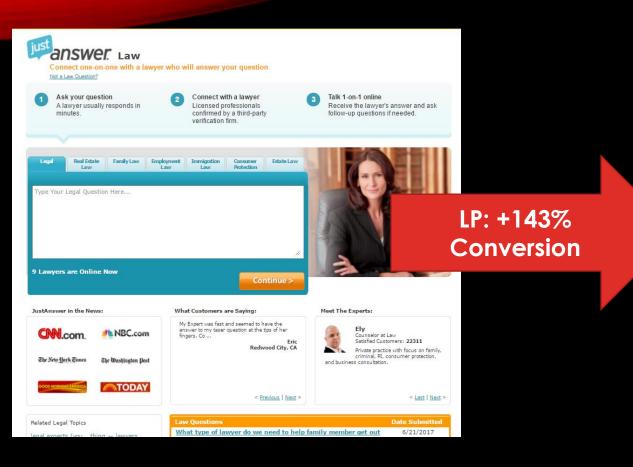
Chat with Physicians Online ASAP. Get Help w/ Pain, Medication, Remedies, Cures, Drugs.

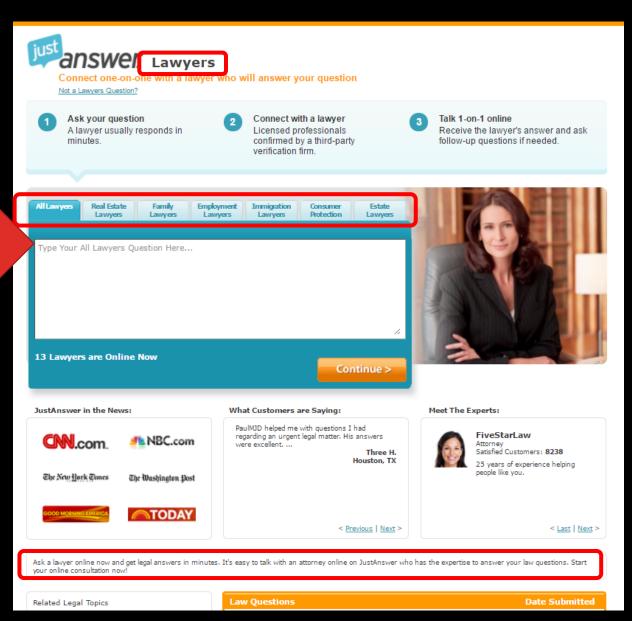
Helped Over 8MM Worldwide · 12MM+ Questions Answered



# **Focused LP optimization**

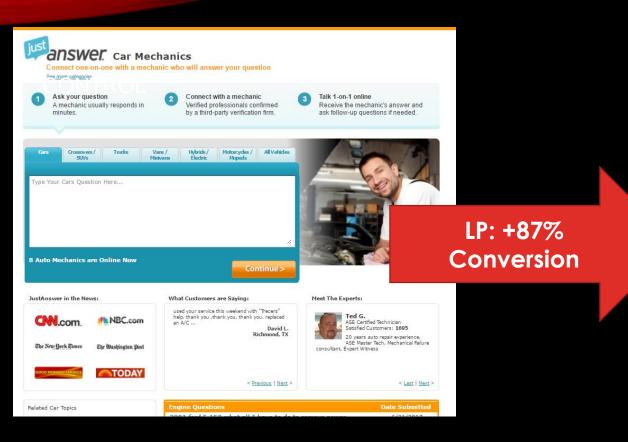
# KW OPTIMIZATION - LAW

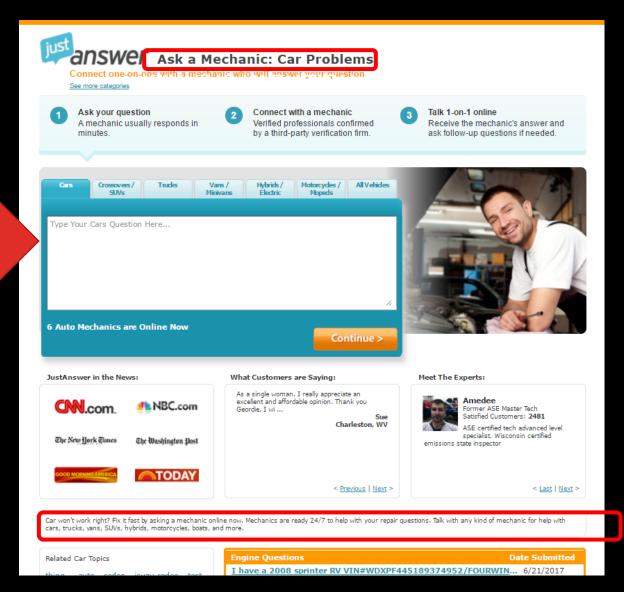




# **Focused LP optimization**

# KW OPTIMIZATION - CAR





# Thank you

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