

Company: ADSCOPE CONSULTING LLC, Sheridan WY
Company Description: A U.S.-registered performance marketing agency helping coaches and consultants in the GCC scale their high-ticket programs using Meta ads, automated funnels, and conversion frameworks. Known for generating 30x+ ROAS on lean budgets through strategic advertising and offer positioning.
Nomination Category: Marketing Campaign Categories - Specialty
Nomination Sub Category: Small-Budget Marketing Campaign of the Year (<\$3 million / €3 million)>
Nomination Title: Adscope's 90-Day 6-Figure Campaign for an ADHD Coach



1. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:
- Written answers to the questions
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched, and the budget expended on it:
- We launched our Meta ad campaign on December 1, 2024, and concluded on March 1, 2025, with a total spend of \$10,861.34. The campaign promoted a \$17 low-ticket offer, which generated \$16,465.57 in immediate revenue. It also served as a qualifier to ascend buyers to a high-ticket coaching program, producing \$132,117 in total revenue across both offers.
4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 176 words used.

Our client, a coach for moms of children with ADHD, was struggling with poor-quality leads, low webinar attendance, and inconsistent high-ticket sales.

Cold traffic brought in unqualified prospects who either didn't engage or lacked buying intent.

We built a funnel to fix that:

- \$17 mini-course as a qualifier and ad-cost offset.
- Strategy call invitations sent post-purchase with nurturing pre-call content.
- A 3-day live masterclass was then run, targeting cold leads and mini-course buyers.

The masterclass was also open to cold traffic, but having actual buyers in the room boosted social proof, engagement, and trust, directly leading to more conversions during and after the event.

The main goal was to let the market fund the ads.

We used a low-ticket offer (\$17) as a filter to qualify leads up front.

After purchasing the low-ticket offer, the new customers were invited to a strategy call, and a pre-call video was sent to nurture them.

This approach created a self-funding system that qualified leads, turning strangers into paying high-ticket clients without needing long talks or a big sales team

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 175 words used.

The campaign's development began with a 15-day planning phase.

We focused on refining the sales funnel, rebuilding the \$17 mini-course offer page, and crafting ad creatives designed to emotionally resonate with the target audience.

The mini-course was a self-liquidating mechanism, designed to cover ad costs and filter for serious prospects.

Our initial goal was to generate \$40,000 in revenue within the first month. However, we exceeded this, achieving \$53,000 and ultimately reaching \$132,000 in total revenue over three months.

The creative strategy prioritized strong visual hooks, emotional storytelling, and highlighting mothers' challenges in raising children with ADHD.

We avoided generic instructional content, instead focusing on building empathy and trust through relatable messaging.

Throughout the campaign, we continuously optimized ad creatives, placements (IG only), audience targeting, and country targeting (Gulf only). These iterative adjustments significantly improved our cost-per-result and return on ad spend.

We also ran a 3-day live virtual event alongside the funnel. Mini-course buyers were invited, boosting attendee quality and engagement. This dual approach amplified reach and conversions from multiple angles.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2023. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 201 words used.

The campaign, which ran from December 1, 2024, to March 1, 2025, focused on helping mothers in the Middle East with children with ADHD. The core strategy involved a \$17 mini-course and a 3-day live event.

Key Activities:

Planning & Setup: A 15-day planning phase focused on funnel optimization, offer page development, and ad creative creation.

Ad Campaign: We ran targeted ads on Meta platforms (primarily Instagram) to drive qualified traffic to the mini-course.

Live Event: We would host a 3-day virtual event at the end of each month for all our mini-course buyers, besides the cold leads, to enhance overall engagement and conversion.

Continuous Optimization: We regularly adjusted ad creatives, targeting, and placements to improve performance.

Concrete Results (December 2024 - March 2025):

Ad Spend: \$10,861.34 USD in total.

Revenue: \$132,117 USD generated over three months.

First Month Revenue: \$53,000 USD, exceeding the initial \$40,000 goal.

ROAS: 13.2x.

Lead Quality: Significantly improved through the paid mini-course as well as IG only targeting.

Sales Process: 70% of sales were closed via direct message, and 30% required 1:1 calls (handled by two closers).

Live Event: Increased engagement and conversion rates due to mini-course buyer invitations.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 217 words used.

To back up everything we've shared in this nomination, we have provided a comprehensive folder of supporting materials:

- Ad Performance Report (CSV + Screenshots): This report includes full breakdowns of purchase and lead campaign performance across all creatives. It highlights top-performing ads with cost-per-result, ROAS, and detailed metrics.
- Client CRM Export (CSV): A direct export from the client's CRM, showing the actual transactions that happened during the campaign. This gives you concrete proof of the purchases and how people engaged with the offer.
- Client Video Testimonial (3-min Arabic + English Subtitle): A powerful unscripted interview with the client expressing satisfaction and confirming results, including increased lead quality, conversion rates, and overall business impact.
- GERU Software Funnel Map + Explainer Video: A walkthrough of the funnel logic and economics that supported our strategy, showing how we integrated the \$17 offer and masterclass to fuel a self-liquidating system.
- Campaign Overview Presentation (PDF): A summary of the full funnel strategy, creative approach, and analytics, designed for easy evaluation.

All supporting materials are organized in a Google Drive folder and are accessible via the provided link.

<https://drive.google.com/drive/folders/11UvCY7dWvOwZsomRlvRowWcKaMpY5Soo?usp=sharing>

This documentation proves the campaign's financial success and strategic effectiveness, demonstrating our ability to build high-converting ad funnels for niche experts without needing large followings, massive budgets, or influencer status.

Attachments/Videos/Links:

[Adscope's 90-Day 6-Figure Campaign for an ADHD Coach](#)

[REDACTED FOR PUBLICATION]