

CHRIS CARDELL'S

BREAKTHROUGH

2022

CHRIS CARDELL'S
BREAKTHROUGH
2022

1

Artificial Intelligence x Automation

The £1 Million Gift waiting
for you to claim it.

Artificial Intelligence x Automation



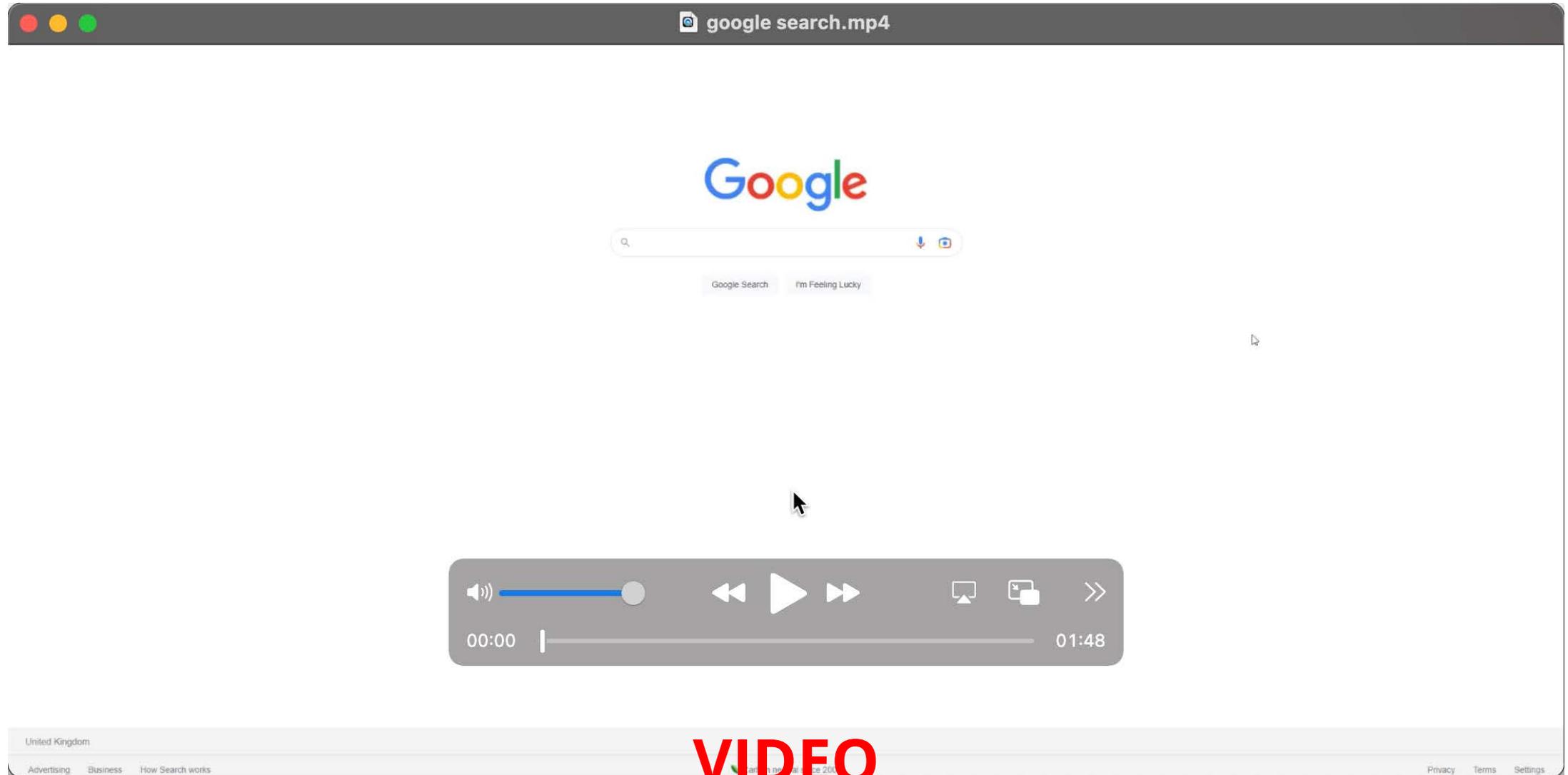
Artificial Intelligence x Automation

What specifically does Artificial Intelligence do for every type of business who wants to use it?

Artificial Intelligence x Automation

1. It finds people who by their demographics and behaviours are most likely to become customers of yours and displays your message/marketing to them.

Artificial Intelligence x Automation



VIDEO

Artificial Intelligence x Automation



Artificial Intelligence x Automation

2. It finds people who look like your current customers who are most likely to become your next customers.

Artificial Intelligence x Automation

3. Once you start getting sales or leads, it starts learning who – from the groups above are most likely to become a customer.

Artificial Intelligence x Automation

facebook

Learning phase progress
13 optimisation events since last significant edit

About 50 contacts recommended
Based on attribution setting

After you create a new ad set or make a significant edit to an existing one, our system starts learning how to best deliver your ads. During this time, you may see performance fluctuations and higher costs. As performance is still stabilising, avoid editing your ad set during the learning phase.

[Learn more](#)

				Last significant edit
	0.00			28 Jun 2021
	Daily			2 days ago
	0.00			28 Jun 2021
	Daily			2 days ago
<input checked="" type="radio"/> Learning	<input type="text" value="Lowest cost"/>	<input type="text" value="Conversions"/>	\$60.00	28 Jun 2021
			Daily	2 days ago
				-

Artificial Intelligence x Automation

What you can be using AI for:

- Generating Leads
- Generating Phone Enquiries
- Ecommerce Sales
- ROAS – Return on Ad spend
- High Performing Ads

Artificial Intelligence x Automation

What you can be using AI for:

- Lookalike Audiences
- Similar Audiences
- Conversion Goals – The Ultimate Learning – and the Nirvana that most business owners never reach

CHRIS CARDELL'S
BREAKTHROUGH
2022

2

Your Possibility Paradigm

Your Possibility Paradigm

Possibility:

- Sales
- Profits
- Size of your Market
- Number of Customers

Your Possibility Paradigm

Possibility:

- Sales per Year
- Speed – How long will this take
- People
- You

Your Possibility Paradigm

**A Belief is a
Decision**

CHRIS CARDELL'S
BREAKTHROUGH
2022

3

Width and Depth

Width and Depth

Width - Geography



Width and Depth

**Your Marketing
achievements may be
your most valuable
asset.**

Width and Depth

Going Wider

- Local to Regional
- Local to other selected local
- Regional to National
- National to Global

Width and Depth

**Are you using your English
speaking gift?**

Is everyone missing the real
point of the Virtual World

Width and Depth

Tools you can use to go wider

- Google
- Facebook
- Instagram
- Linked-in
- Email

Width and Depth

Tools you can use to go wider

- Online Video
- Direct Mail
- Telephone Marketing

Width and Depth

Key Point 1:

- Geographic Expansion enables targeting and niching on your best Customers

Key Point 2:

- This is not just a Profit strategy. It's a protection strategy

Key Point 3:

- AI needs big data

Width and Depth

English speaking countries:

- UK **64 million**
- Ireland **4 million**
- Netherlands **15 million**
- USA **316 million**
- Canada **30 million**
- Australia **21 million**
- New Zealand **5 million**
- Germany **45 million** (out of population of 80 million)

Total:
500 Million

Width and Depth

The Ultimate
Entrepreneurial Question

**Is this the only business
you want to be in?**

Width and Depth



Width and Depth

Depth

- Selling new/additional products and services to existing Customers
- Understanding that your relationship with your customers is the key leverage point and asking the question “If I could sell my customer anything, what would I sell them?”

Width and Depth

Depth

Residences by Armani/Casa - Miami

Sunny Isles, Miami, USA



P-20048

SHARE



The first Armani branded residential project in the United States with an exclusive choice of oceanfront apartments for sale on Sunny Isles Beach, Miami.

SCROLL DOWN FOR MORE DETAILS

3 - 4 Bed | 3 - 5 Bath
From USD 3,100,000

EUR

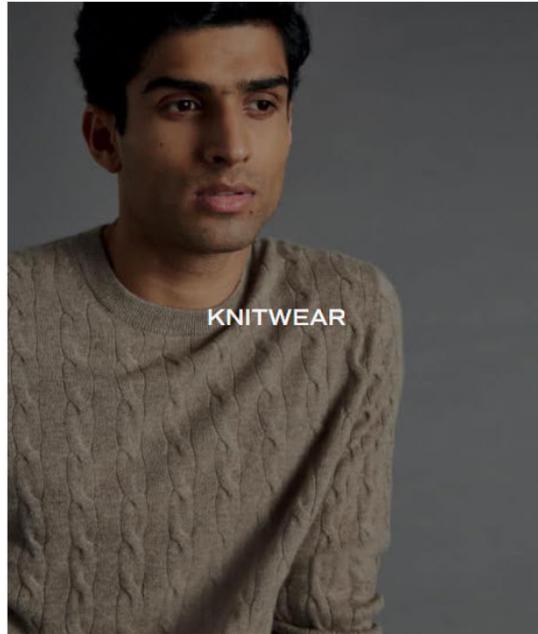
Width and Depth

Depth



Width and Depth

Depth



We will keep you posted on new products and great offers

Email address



CARDELL MEDIA

CARDELL MEDIA

Based in the UK
and selling,
Seminars, Courses
& Memberships



CARDELL MEDIA

Global selling, Seminars, Courses & Memberships plus:

— **CARDELL MEDIA** —

Private Client Partnership

CARDELL MEDIA

Global selling, Seminars, Courses & Memberships plus:

CARDELL MEDIA

**GOOGLE AND YOUTUBE
ADS SOLUTION**



CARDELL MEDIA

Global selling, Seminars, Courses & Memberships plus:

CARDELL MEDIA

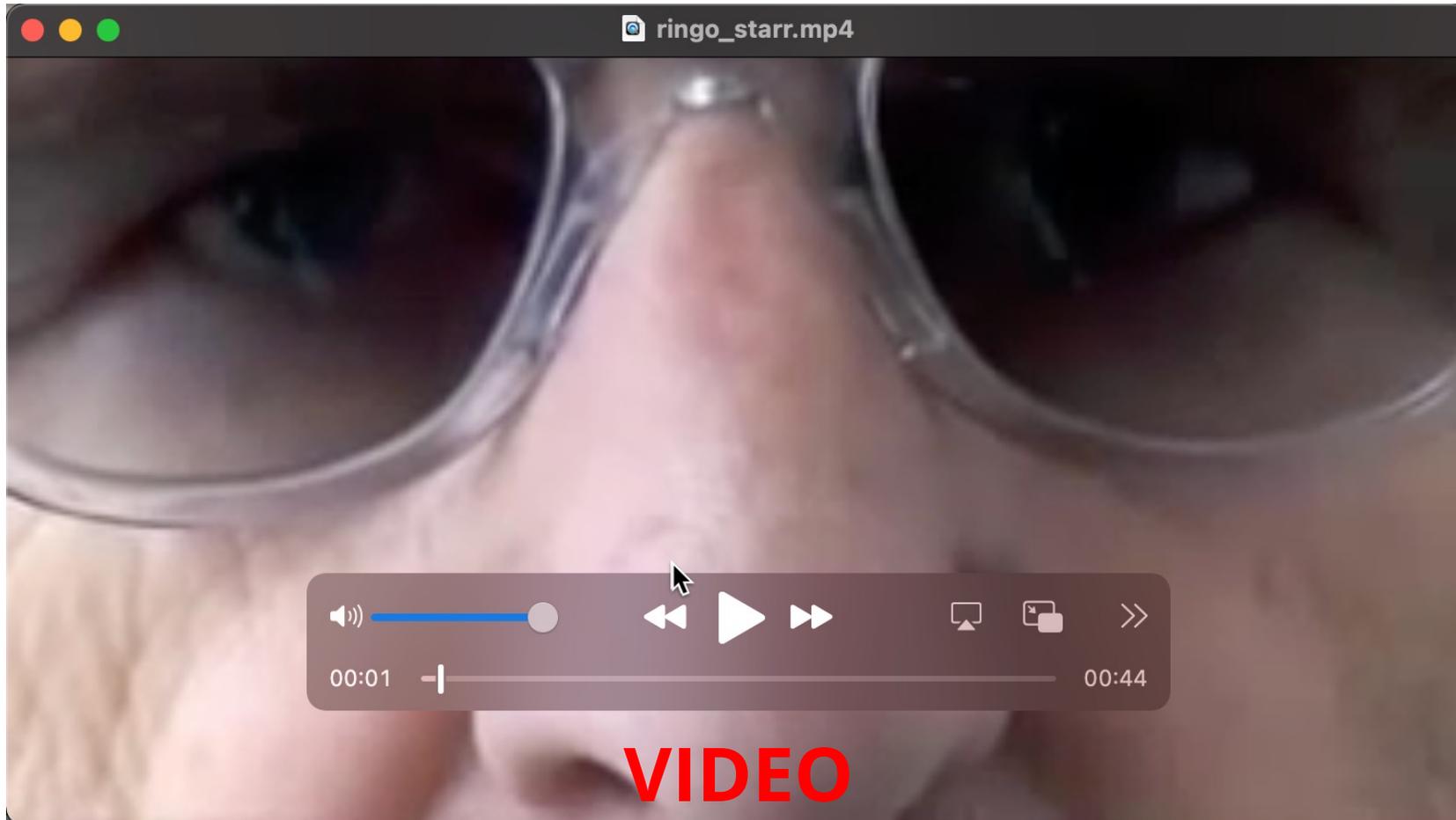
**WEBSITE AND SOCIAL
MEDIA SOLUTION**

Golden Tip:

**Stop ruling
yourself out.**

Width and Depth

Depth



**Stop ruling
yourself out for
Greatness.**

CHRIS CARDELL'S
BREAKTHROUGH
2022



Adding A Sales Function

Adding Sales Function

Marketing – Any automated method for getting customers, or anything that does not directly involve people in the interaction.

- Website sales and lead generation
- Google Search Ads
- Social Media Posts
- Instagram/Facebook Ads
- Email
- Online Video
- Direct Mail

Adding Sales Function

Sales – Direct Conversation with a Customer

- Telephone
- In person
- Texting and Messaging
- Hybrid – Webinars

Blunt Truth: If you don't have Sales people you are deliberately turning money away.

Adding Sales Function

The Golden Rules of A Sales Team

1. They must be sales people and their job/role must be just selling – nothing else.
2. You must have a significant proportion of their pay be performance based.
3. You must be willing to try multiple people

Adding Sales Function

The Golden Rules of A Sales Team

4. You must view it as an investment and test and measure it.

Are you going to figure out how to make it happen and then make the decision - or make the decision and then figure out how to make it happen?

5

**Multiple Marketing
Approaches and the Triple
Approach to Growing Your
Business.**

Multiple Marketing Approaches and the Triple Approach to Growing Your Business.



Multiple Marketing Approaches and the Triple Approach to Growing Your Business.



Multiple Marketing Approaches and the Triple Approach to Growing Your Business.

The Three Ways to Grow Your Business

1. Increase the number of Customers
2. Increase the 'average spend'
3. Increase the number of times people purchase

Multiple Marketing Approaches and the Triple Approach to Growing Your Business.

If you...

- Increase the number of Customers by 10%
- Increase the 'average spend' by 10%
- Increase the number of times people purchase by 10%

Your Sales will increase by: 33%

Multiple Marketing Approaches and the Triple Approach to Growing Your Business.

If you...

- Increase the number of Customers by 30%
- Increase the 'average spend' by 20%
- Increase the number of times people purchase by 30%

Your Sales will increase by: over 100%

Multiple Marketing Approaches and the Triple Approach to Growing Your Business.

1 More customers – The lifeblood of your business

Multiple Marketing Approaches and the Triple Approach to Growing Your Business.

2 Pricing. Why Premium Pricing in the New Economy?

1. Profits
2. Profit Margins: For: Marketing
Building a Team

Multiple Marketing Approaches and the Triple Approach to Growing Your Business.

3 Frequency – Sell more to your Existing Customers:

Why:

1. Profits
2. Profit Margins
3. When your customers are worth more – you can spend more to acquire them – and that's the holy grail.

Multiple Marketing Approaches and the Triple Approach to Growing Your Business.

“Whoever can spend the most money to acquire a customer wins”

CHRIS CARDELL'S
BREAKTHROUGH
2022

6

Your Mobile Breakthrough

Mobile

- 1. Your customers are finding out about your business via your Website and Social Media presence on their phone.**
- 2. Your customers are reachable on that phone.**

Mobile

3. There are multiple ways to contact them

- Facebook
- Instagram
- Google
- Email
- Texts
- Messaging
- CALL THEM!!!

Mobile

- 4. Google and Facebook/Instagram have the power to find prospective customers that you don't know about yet on their phones.**

If you carry on as is, Mobile will create serious problems because old websites, old pages and old style content convert lower on mobile.

Mobile

If you design your business for mobile, your conversion rates will be higher and your customers will 'learn' that they can communicate via mobile.

Mobile

You Must Have a Mobile First Marketing Strategy.

The 3 Cs

- **Content**
- **Conversion**
- **Contact**

Mobile

1 Content

- Contextual Mobile Content
- Video: You need to become a mobile media business
- Captions on Videos
- Personalised Video Content

Mobile

2 Conversion

The Phone

- The biggest revolution in lead generation for 20 years – The phone should be your main conversion tool

Mobile

Online Mobile Conversions – Leads and Ecommerce

- You must know your Mobile v Computer Conversion Rate

Mobile

Conversions

Conv.rate

The screenshot shows a Google Ads campaign report with a table of metrics. Red boxes highlight the 'Computers' and 'Mobile phones' rows in the 'Devices' column. Red arrows point from these boxes to callouts on the right. Another red arrow points from the 'Total: All enabled campaigns' row to a callout at the top right. A red box highlights the 'Conversions' column header, with an arrow pointing to a callout at the top right.

Device	Impressions	Interactions	Interaction rate	Avg. cost	Cost	Conversions	Cost / conv.	Conv. rate	Bid strategy type
Total: All enabled campaigns	485,485	8,377 clicks	1.73%	£1.56	£13,095.66	157.47	£83.16	1.88%	
Total: Account	485,485	8,377 clicks	1.73%	£1.56	£13,095.66	157.47	£83.16	1.88%	
Other	0	0	-	-	£0.00	0.00	£0.00	0.00%	
Computers	292,519	5,261 clicks	1.80%	£2.01	£10,600.25	132.65	£79.91	2.52%	
Mobile phones	185,421	3,044 clicks	1.64%	£0.80	£2,434.91	23.33	£104.38	0.77%	
Tablets	7,542	72 clicks	0.95%	£0.84	£60.50	1.50	£40.34	2.08%	
TV screens	3	0	0.00%	-	£0.00	0.00	£0.00	0.00%	
Total: Search campaigns	62,653	5,973 clicks	9.53%	£1.47	£8,785.33	130.01	£67.58	2.18%	
Total: Display campaigns	0	0	-	-	£0.00	0.00	£0.00	0.00%	
Total: Shopping campaigns	422,832	2,404 clicks	0.57%	£1.79	£4,310.33	27.47	£156.93	1.14%	

Computers

Mobile Phones

132.65

2.52%

0.77%

23.33

Mobile

Conversions

Conv.rate

Campaign	Status	Optimiza	Campaign	Avg. CPV	Cost	Impr.	Interac	Interaction	Avg. cost	Conversion	Cost /	Conv. rate	C
Total: All enabled campaigns													1
Total: Account													1
Other													
Computers				£0.02	£6,753.13	616,892	22,029 clicks, 55,927 engagements	3.57%	£0.31	348.78	£19.36	1.58%	
Mobile phones				£0.02	£10,714.01	1,656,559	25,252 clicks, 4,737 engagements	1.52%	£0.42	534.84	£20.03	2.12%	
Tablets				£0.03	£1,105.22	173,624	3,909 clicks, 3,909 engagements	2.73%	£0.23	54.70	£0.21	1.15%	
TV screens				£0.02	£57.84	8,562		45.66%	£0.01	0.20	£289.18	0.01%	
Total: Search campaigns													
Total: Display campaigns													
Total: Shopping campaigns													
Total: Video campaigns													

Computers

Mobile Phones

348.78

1.58%

2.12%

534.84

Mobile

Online Mobile Conversions – Leads and Ecommerce

- You must start testing improvements to your Mobile Conversion Rate through CRO (Conversion Rate Optimisation)
- Ecommerce – Focus on your Checkout Process

Mobile

3. Contact for follow up to Leads and Customers

- Phone
- Email
- Text
- Messaging
- Videos

Mobile

Your Mobile First Business

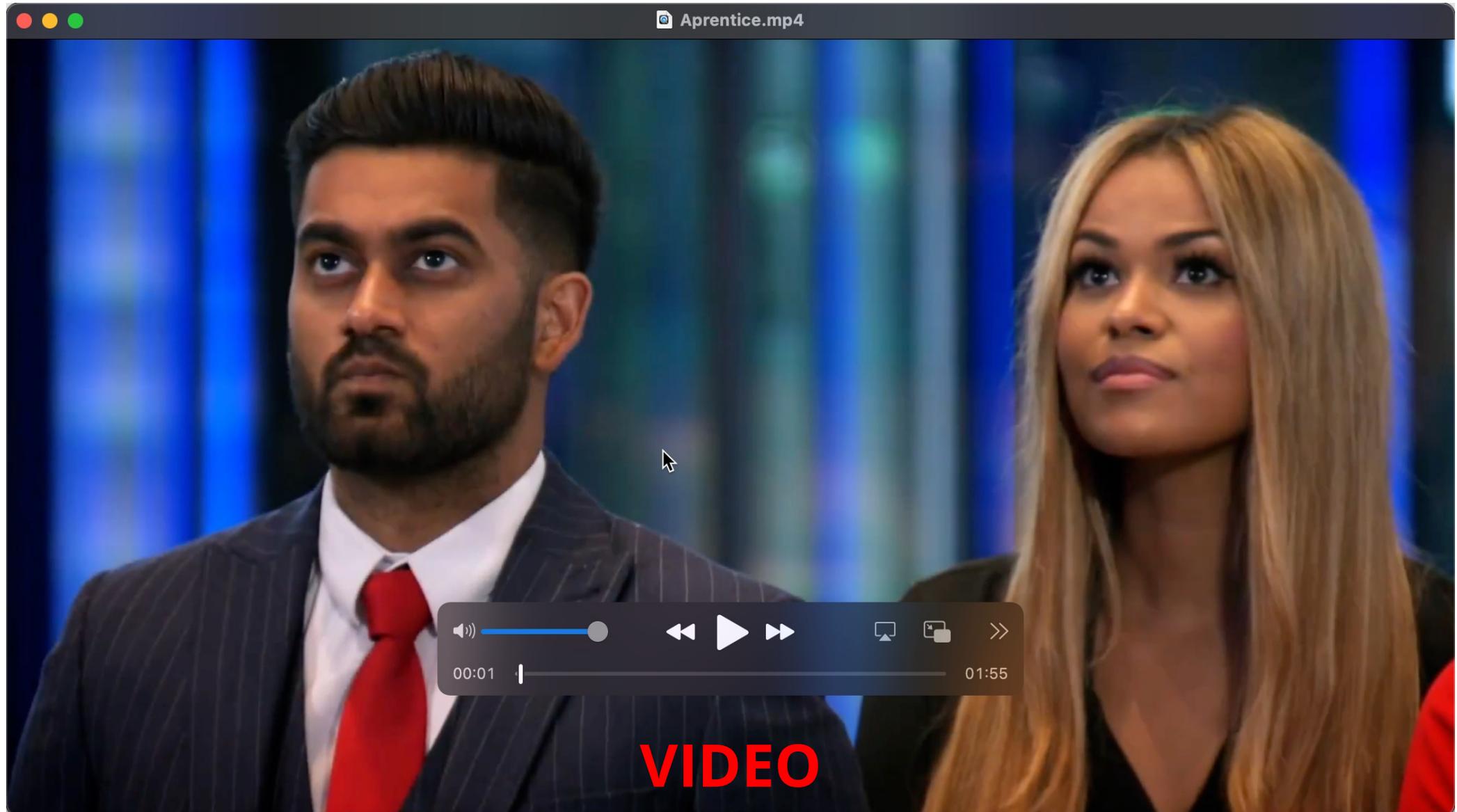
Content
Conversion
Contact

CHRIS CARDELL'S
BREAKTHROUGH
2022

7

Your People Breakthrough

People



People

It's a problem.

People

Get over it!

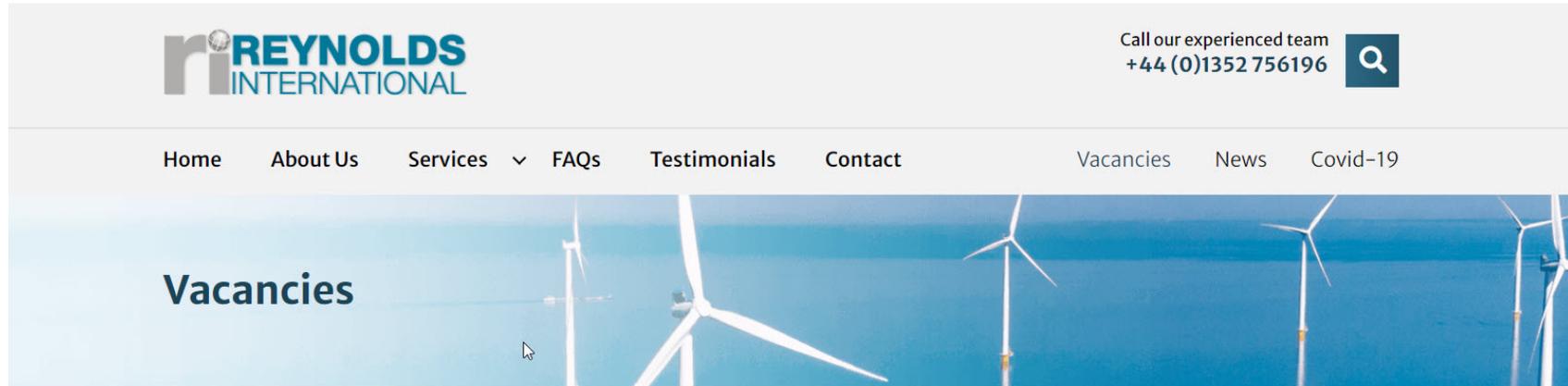
People

**You cannot take
your business to the
next level without
people**

People

- Does your business need to grow up
- Beware Generalisations
- Employing people is an exchange of value
- Money solves the Problem
- Marketing for Recruitment

People



Principal & Senior Marine Geophysicists

(Post References: PMG-1-2022 & SMG-1-2022)

Do you want to contribute to a carbon-free future by working with one of the UK's leading geological and geophysical consultants? Our innovative, growing team are now looking for a Principal and a Senior Marine Geophysicist to work predominantly in the offshore renewable energy sector.

Are you technically entrepreneurial and commercially aware? Would you like to work in an environment that offers variety, scientific rigour, and market-leading innovation? Want to join the independently-recognised 'Best-in-Class' consultancy company? Then Reynolds International Ltd could be the perfect fit for you.

[View full description here →](#)

People

Geophysicist Job

Search	1,601	19,390	8.26%	£1.28	£2,049.47	447.00	£4.58
				-	-	36.00	-
				-	-	400.00	-
				-	-	10.00	-

**Job
Description
Download**

£2,049.47

400.00

CM - Geophysicist Job

CM - .pdf Download

CM - .pdf Job Descript Download

CM - Click To Email

CM - Contact Form

CM - Social Media Exit

People

- Always be Recruiting
- It's Your Business
- The Virtual Team Member is a MASSIVE opportunity

The Golden Rule of Running a Virtual Business

YOU MUST POLICE IT.



Manager to Owner – The Ultimate Transformation

Manager to Owner – The Ultimate Transformation

If your business requires you to act like an employee, is there something wrong?

The Emyth Goal – Turn your business into McDonalds

- Delegation
- Partnership

Manager to Owner – The Ultimate Transformation

Two types of partnerships:

1. Partnerships to reach Customers
2. Partnerships to solve Marketing or Technical challenges.
3. Mentorship Partners

9

**Doing what made
Entrepreneurial Fortunes
for 100 Years that no one
is willing to do.**

**Doing what made Entrepreneurial Fortunes for
100 Years that no one is willing to do.**

1. Print Ads

2. Telemarketing

3. Direct Mail

Doing what made Entrepreneurial Fortunes for 100 Years that no one is willing to do.

Brochure



A MESSAGE FROM CHRIS CARDELL

It's been two years!
Two long, slow, challenging years - but finally, I can say to you:

This is your invitation!!!! to come and have the two most extraordinary days of your business life as we celebrate the future and go deep, very deep, into the essential changes you need to make to your business to create the Breakthroughs required in this new and completely different Entrepreneurial world.

WHAT IS BREAKTHROUGH 2022?

This is a two-day experience where you will be immersed in the **7 key areas of Breakthrough** that are vital to survive the post-pandemic world - and when implemented properly will enable you, your business and your family to thrive in the years ahead, way beyond what was possible in the 'old' world.

Finally, we can get together in an exciting, safe environment (we've completely changed our room layout for a great, safe event) to focus on creating profound breakthroughs for you and your business.

Here are the 7 areas of Breakthrough that you will experience at 'Breakthrough 2022'.

1 YOUR ONLINE MARKETING BREAKTHROUGH

Imagine if you had owned the same computer or phone for 10 years and never updated the operating system. To be blunt, that's what most peoples' Online Marketing looks like in 2022. We've been so preoccupied with the pandemic for the last two years, it's easy to miss the extraordinary revolution in Online Marketing that happened in that time.



From the Mobile takeover, to the extraordinary rise of Instagram, the remarkable power of Artificial Intelligence at Google and Facebook, plus the Social Media Revolution and so much more, we are quite literally living in a new online world, so your business needs an Online Marketing re-boot and upgrade. What it really needs is its own Online Revolution.

Breakthrough 2022 is the place for that to happen. You will be immersed in the world's most powerful strategies as I share with you dozens of online breakthroughs - any one of which can be a turning point for your business.

PLUS - EXCLUSIVE TO BREAKTHROUGH 2022 - I will be revealing for the first time the Breakthrough in Online Marketing which is so powerful, it's now replaced Google, Facebook and Instagram as the number one source of new customers in my business - and it can do the same for you.

2 YOUR PEOPLE BREAKTHROUGH

You cannot take your business from where it is now to where you want it to be without people. It's just a fact. Those people could be employees in a larger, growing business or freelancers and part-time support in a newer business. But if you try to achieve Entrepreneurial greatness on your own, you will fail. Case closed.

We've always known this and the 'people' issue has always been a huge challenge for business owners. Now we're told it's ten times worse because in our post-pandemic world, we supposedly either can't find the staff, or when we can, they have to dictate our business's working practice.

That is complete BS. It is NOT true, and if you buy into the myth that you can't find great people, you'll forever be thwarted in your efforts to attract the very best people to join you on your journey. In the last few years, I have gone from one employee to a team of over 50. And way before the pandemic, I had already built a 100% virtual business.

REVEALED FOR THE FIRST TIME EVER AND ONLY AT THIS EVENT

THE BREAKTHROUGH CUSTOMER ATTRACTION METHOD THAT BEATS GOOGLE, FACEBOOK AND INSTAGRAM

It started in the summer of 2020 in the middle of lockdown. I had tested some new Marketing campaigns that seemed to be producing dramatic results in the months ahead. I perfected a new source of getting large numbers of customers into any business that NOBODY is using properly. I've spent the last two years quietly perfecting this process. The results. This new 'Secret' method of getting customers is now my number one way of bringing in customers at Cardell Media. It's bringing

me thousands of leads and customers every month. It's not Google, it's not Facebook or Instagram, and it has nothing to do with Social Media. This can be used by everyone, whether you sell products or services to consumers or businesses. **This will blow your mind with its power.** For reasons that will become obvious, we don't want the whole world knowing about this, and so it'll be revealing it for the first time and only to my best customers at Breakthrough 2022.

EXCLUSIVE BONUS SESSION: 'THE BERKSHIRE PROTOCOL' PROFOUND ADVANCED THINKING BREAKTHROUGHS FOR ENTREPRENEURS.

For 20 years I have been deeply involved in the world of Advanced Thinking - the latest breakthroughs in understanding how our minds work and how we can use that knowledge to impact our personal and professional lives.

But the experience of the last two years has led me to radically re-think and re-structure the model of Advanced Thinking for Entrepreneurs. I spent the lockdowns in my home office in Berkshire from where I closely observed, over two years, hundreds of Entrepreneurial winners and thousands of losers. It wasn't the type of business they were in that determined their destiny. It soon became very clear that it was their deep-seated patterns of thinking and using their minds - often unconscious patterns that they weren't even aware of. I spent long days

and nights digging into these patterns, certain that if I could codify them, I would emerge with a blueprint that any business owner could use to transform not only their professional life but key elements of their personal life too.

I completed the process on 3 January this year. I've named it **'The Berkshire Protocol'** after my lockdown location where I discovered these until-now secret patterns of success. I will be presenting it for the first time in an exclusive session at Breakthrough 2022. This blueprint will change your thinking forever - but most importantly it will give you a series of powerful techniques to run your mind effectively, get out of your own way and move beyond the limitations that can hold all of us back.

NEW SEATING FOR A NEW WORLD - A SAFE AND RELAXED EVENT

My team and I have been waiting for two years to see you - and while we would have loved to have done this earlier, I made a personal commitment to my team that we would only go ahead when this could be a very safe and relaxed event.

- So:
- We will be meeting in a large, well-ventilated room in a luxury hotel in Central London.
 - We are doing this event based on the advice of the best in the world, so you can relax and enjoy the experience.
 - If we are advised that it is worth doing at the time, we will ask everyone to take a test at the beginning of the day, so be prepared to poke something up your nose and then come and get wealthy in a relaxing and safe environment.
 - We have completely changed the seating so that you can feel totally comfortable coming to the event. So there'll be a load of space between you and others. We are not required to do this and it's probably not even necessary, but I want you to feel safe. Two years in Entrepreneurial hiding is more than enough. It's time for us to get together and take your business to the levels of success you deserve.



Our Seminar seating used to look like this



At our event, it will look more like this

It's hard to focus on profit margins when you're battling to keep the doors open or figuring out how to manage a team working from home. But the reality of the post-pandemic world is that you having high profit margins is essential to cover the increased costs of marketing and staff - and absolutely vital if you are going to extract true wealth from your business.

business or marketing strategy. Great Entrepreneurs think very differently to the normal business owner.

But my experience observing business owners during the last two years has profoundly re-enforced that your mindset - and how you run your mind rather than letting it run you - isn't just important. It drives everything. It's what enables you to survive adversity, overcome fears, deal with the unbelievable stress involved in running a business, motivate your team,

RESERVE YOUR PLACE NOW AND GET A MASSIVE 66% SAVING

The full price of Breakthrough 2022 is £2995 plus VAT.

Backed up by my £100,000 Guarantee, this makes attending the event effectively Free for you, if you don't feel that your investment of £2995 is worth at least £100,000 to you, you can leave the event and get a full refund.

But I'm going a step further.

I want to acknowledge the extraordinary courage and persistence of my best customers through the pandemic. You kept going. You refused to be beaten by unbelievable obstacles. Your business is here to tell the story.

So I have set aside **100 places for my best customers at a massive 66% saving**

If this mailing includes a certificate - and you are one of the first 100 people to claim a place - instead of £2995, you can come to the event and experience the power of Breakthrough 2022 for just £995 plus VAT. That's a saving of £2000!!

Or you can spread your payment and come for three monthly payments of £395 plus VAT. But you need to act fast to claim one of the 100 places, so reserve your place now at: www.Breakthrough2022.co.uk

PLUS BRING YOUR COLLEAGUES FOR HALF PRICE!

We will have many one-person start-ups and newer businesses at the event, but if you are one of the many growing and larger businesses coming, it is very, very important that all of your colleagues share your vision for the future and how you are going to get there.

So I **strongly encourage you to bring your colleagues** - and to make it very easy, you can bring as many colleagues as you want for half price.

Please also remember that your team is probably craving an experience to get out of their normal environment, put the last two years behind them and focus with you on creating a great future for all of you.

Many Entrepreneurs also want their partners to share this experience so they have a better understanding of the 'Cardell World' and what it means for their future. So you are also welcome to bring your partner for half price. (Partner is defined as husband, wife, someone you live with - or someone you would like to live with)

But be sure to be one of the first 100 to claim the special pricing. Reserve your place now to avoid missing out.

THE MOST POWERFUL GUARANTEE THAT I HAVE EVER OFFERED

I am so certain that your decision to attend Breakthrough 2022 will change the course of your business life - and equally convinced that missing it would be a terrible mistake of epic and costly proportions - I am willing to offer you the most extraordinary and powerful Guarantee I have ever offered.

If by 3pm on the first day of Breakthrough 2022, you are not convinced that the event is going to be worth at least £100,000 to you and your business, you can leave and we will refund your payment in full, no questions asked. This extraordinary Guarantee is your personal commitment from me that this event will effectively be Free for you and will make you a lot of money.

SPECIAL BONUS

If you are not currently a member of my VIP Inner Circle, you'll get **30 days FREE membership** when you go ahead and confirm your place. My VIP Inner Circle is Britain's leading business success group. Membership includes your monthly 24-page Business Breakthroughs' newsletter, exclusive online seminars and videos, a monthly Q and A call plus access to our Private Members Group on Facebook.

RESERVE YOUR PLACE NOW AND SAVE 66% AT WWW.BREAKTHROUGH2022.CO.UK

The Most Powerful Business Experience of Your Life

CHRIS CARDELL'S

BREAKTHROUGH 2022

The Essential Business, Marketing and Online Transformations to not just Survive but THRIVE in the New Economy - PLUS Revealed For The First Time Ever, The Secret NEW Number One Source of Customers in 2022 that you and none of your competitors are using

PLUS Exclusive Bonus Session: 'The Berkshire Protocol' The New Advanced Thinking Model for Profound Business and Personal Transformation

21 - 22 March • Central London



Advertising and Internet strategies. Every week, 330,000 Entrepreneurs receive Chris Cardell's online support and advice.

He has been featured extensively in international media, including on the BBC and ITV, and is author of the best selling book '77 Ways To Get More Customers'.

Over two decades, Chris Cardell has shown thousands of business owners how to grow their business, increase their profits, free up their time, transform their internet strategy and radically shift their Entrepreneurial thinking.

He shows business owners, managers and the self-employed how to win more customers and increase their profits using Advanced Marketing.

RESERVE YOUR PLACE NOW AND SAVE 66% AT WWW.BREAKTHROUGH2022.CO.UK

RESERVE YOUR PLACE NOW AND SAVE 66% AT WWW.BREAKTHROUGH2022.CO.UK

RESERVE YOUR PLACE NOW AND SAVE 66% AT WWW.BREAKTHROUGH2022.CO.UK

Doing what made Entrepreneurial Fortunes for 100 Years that no one is willing to do.

Letter

“Free at last, Free at last, Thank God Almighty We are Free at last.”

- Martin Luther King Jr.

Dear NAME,

Two years!!!!

Can you believe it?

For two entire years, you and your business have been pushed down, suppressed, held back, stopped from going out, stopped from meeting customers - STOPPED FROM MAKING THE MONEY YOU SHOULD.

Well now, finally, it's over.

I am assuming that you, like me, are now refusing to let Covid determine what you do, where you go and who you see.

So, it's time for you and me and the other great Entrepreneurs of the UK to get together, celebrate - and then get to work taking your post-pandemic business to levels of success most people can only dream of.

Because it's not how difficult the last two years have been that will determine your future and the future of your business.

It's what you do now, coming out of the chaos, that will determine your destiny.

Have a look at this.

That's Buzz Aldrin!



From left to right (top) James McDivitt Apollo 9, Dave Scott Apollo 15, Charlie Duke Apollo 16, Ed Mitchell Apollo 14 (bottom) Buzz Aldrin Apollo 11, Thomas Stafford Apollo 10, Gene Cernan Apollo 17, Chris Cardell, Alan Bean Apollo 12, Richard Gordon Apollo 12, Fred Haise Apollo 13.

This is a photo of me and the surviving astronauts who have walked on the moon, from a meeting in the USA.

You can see Buzz Aldrin on the left. Standing to my left as you look at the picture is Gene Cernan, the last man to have walked on the moon.

1



Chris Cardell

things in common:

es on, is that they have all flown Apollo missions moon. Look at the picture and just consider how alked on the moon!!!

common, that is rarely discussed, that really

s all share is having to endure terrible setbacks and ss that would destroy most of us. I'm sure you've seen picture is Fred Haise, the lunar pilot on Apollo 13. He oments away from total loss of power and disaster -

have multiple stories of enduring horrific challenges setbacks.

they all 'worked the problem.' They came out the

ars. Somehow your business survived.

to the levels of success you truly deserve.

ne Has Come!

it Entrepreneurs of the UK have effectively been

ether, masterminding, sharing extraordinary strategies plish our missions to new worlds.

ent - and now the time has finally come. tant and powerful experience of your business life.

OUNCING



2

group of the UK's most success driven business o create a series of life changing breakthroughs for you

re there. From start-ups to multimillion-pound ple selling services, Entrepreneurs selling to sinesses. Local businesses, Ecommerce businesses. ne will have in common is their deep desire to put ven deeper hunger to take this moment in time to 'implementing the world's leading business success

to focus on your **7 critical areas of Breakthrough** in details are enclosed, but briefly, here are **5 reasons** I do **whatever it takes** to join me at Breakthrough

mersed in the world's most advanced Marketing, ies that will give you a guaranteed minimum 100% e we've been so focused on the pandemic for the last at those two years have also witnessed the biggest line Marketing that we've ever seen. You need to be wamped by it.

t time ever, and only to my customers at this ough in Online Marketing of the last 10 years. I ng large numbers of customers into any business nt the two years of lockdown quietly perfecting this method is now my number-one way of getting jing me thousands of leads and customers every ook or Instagram, and it has nothing to do with Social i its power, and I'll be revealing it for the first time and

arge, ventilated room and we are spreading out the ays of seminars and conferences, you won't be right space between you and everyone else. We may also y one. Two years is long enough for you and your r us all to get back in the world and this is a very safe

the most powerful, personal Guarantee that I have akthrough 2022 will create multiple breakthroughs if your business life - and so equally certain that nd costly proportions. I am giving you the following e first day you are not clear that this event is going to u can leave and we will refund your entire payment. s is the most powerful Guarantee I have ever offered nd powerful event I have ever done. It is also your ill be effectively free for you to attend.

e you are on my 'best customers' list. Through your u have been identified as a decisive, success-driven ng at the end of this pandemic to recognise you ve set aside 100 places for my best customers at a rice. Full details on this once-in-a-lifetime opportunity

3

many colleagues or family members as you want for a obviously go very fast, so be sure to secure yours now.

ve your place at:
through2022.co.uk

WARNING: Whether you are one of the 100 who get to come at the full price, please understand that this is I'll fill up very fast.

Places are limited.' We used to use it in 'normal' times our events always sold out. But in this 'new world' ent new meaning. Because we are spreading out the icity by 70%. So this event will fill up fast and once tting anyone else in. I really, really don't want you to know you are going to come, so please confirm your

through2022.co.uk

an incredible two days.

surrounded by two years of negativity, day in and day te patterns of negative thinking, the most dangerous questioning everything and looking for reasons not reading this will immediately come up with reasons to l it, who will look after the kids, I've not been out of the w your attention to the astronauts at the beginning of y deciding what you want and then doing whatever it is that you make a decision that this potentially life-then figure out how to make it happen.

pond, you can come to Breakthrough 2022 at a two ice at www.Breakthrough2022.co.uk.

4

Doing what made Entrepreneurial Fortunes for 100 Years that no one is willing to do.

Handwritten Letter

Here are the Two BIG Things I Did in Lockdown - And Why At Least One Of Them Can Make You A Lot Of Money

A Personal Message From Chris Cardell

Chris Cardell here. I thought I would drop you this quick note to reflect on the last two years - and share a couple of profound insights that just might have equally profound implications for your business.

So how was lockdown for you?

I re-watched all of Breaking Bad only drove my wife nuts about 50 times, had long deep conversations with my three dogs and managed to get out of going to two weddings, so it wasn't all bad!

By the way, in case nobody else has said this to you, I hope you are incredibly proud of what you have achieved in the last two years. Just the fact that you are still in business is an extraordinary achievement. Anyone whose business has survived this deserves the deepest praise and appreciation from those around them - staff, team members, family. Everyone. That's not always forthcoming so let me say to you directly that you have my huge admiration. I hope you take at least a moment to feel extremely proud.

So back to lockdown

①

So, I soldiered on.

Then, it began.

We started to get leads pouring in at a lower price than anything we were doing on Google and anything we were doing on Facebook.

Those leads then started converting to paying customers on a larger more profitable scale than anything else we were doing. We made a few more tweaks to the campaign and then the whole thing took off.

Fast forward to today and I'm now going to say something I never thought I would say:

This breakthrough Marketing approach is now my biggest source of customers. It's bringing me more customers than Google search and Facebook combined!

Even better, they are the lowest priced customers. That's a big deal in Business to Business marketing, where costs have jumped up - but it's also very good news for people who sell to consumers, local businesses and Ecommerce.

To date, I have not revealed this strategy to anyone. And full transparency, I need to be very selective about how and when I do so. First, this breakthrough is the result of considerable financial investment by my business so it has a high value and high intellectual property value. It will have significant financial benefit for the business owners who use it (it's going to add at least £1 Million to my sales this year) and it therefore makes

④

with you dozens of online breakthroughs - any one of which can be a turning point for your business. From Facebook and Social Media, to the recent breakthroughs at Google, I'll cover dozens of Online Marketing approaches that will get you more customers and generate the profits that you deserve.

2 Your PEOPLE Breakthrough You cannot take your business from where it is now to where you want it to, be without people. Either employees, or freelancers or suppliers. It's just a fact. I have gone from one employee to a team of over 50. And way before the pandemic, I had already built a 100% virtual business. For the first time, I will be revealing how I did it - and I will be showing you the proven process that will solve all your recruiting issues forever.

3 Your SALES Breakthrough Customers are obviously the lifeblood of your business. Getting enough customers is the number-one problem in virtually every business. At Breakthrough 2022 we will create a series of sales breakthroughs for your business to turn it into the sales machine that it must be to survive and thrive this year and beyond.

4 Your PRICING AND PROFITS Breakthroughs Having high profit margins is essential to cover the increased costs of marketing and staff - and absolutely vital if you are going to extract true wealth from your business. The best way to increase your profits is through 'Premium Pricing' - charging the higher prices you deserve. But Premium Pricing in the New Economy requires a different approach from even two years ago. I'll be presenting the latest proven pricing breakthroughs at the event, so that you can successfully implement higher prices and have your customers happy to pay those prices.

③

huge new Game Changers I'll be revealing for the first time - plus so much more. Reserve your place at www.Breakthrough2022.co.uk

PPS Have you ever received a letter like this before? Do your competitors send letters like this? No they don't - but you could. It's an example of the numerous Advanced Marketing strategies that the business owners you're going to meet at Breakthrough 2022 use to make themselves immune to the economy. Come and join us - and to quote the Pet Shop Boys, "Let's make lots of money!"

£££

⑫

Doing what made Entrepreneurial Fortunes for 100 Years that no one is willing to do.

Booklet letter with sand timer

Why I've Sent You Your Own Sand Timer - PLUS The Blunt and Politically Incorrect Truth About How To Be a Winner in Business

URGENT RESPONSE REQUIRED BY THURSDAY 10 MARCH

A MESSAGE FROM CHRIS CARDELL

Dear NAME,

You might be wondering why I've sent you a sand timer!

There are two reasons that I've sent you your own sand timer.



Chris Cardell

The first is because the clock is ticking - the sands of time are passing and the early booking deadline - and your final chance to save £2000 on my first Live event for two years - is just days away!

The early booking deadline for Breakthrough 2022 is 6pm on Thursday 10 March.

That's your FINAL CHANCE to save a massive 66% on the most important business event you'll ever attend.

The second reason I've sent you the sand timer is a gentle reminder that the clock is ticking and the sands of time are passing in another way....

The months go by, the years go by - many people feel they just lost two years. The sands of time are most definitely passing.

Following the pandemic, many business owners I speak to feel a renewed sense of urgency to sort out their businesses once and for all.

None of us are getting any younger and if we're going to dedicate our professional lives to being Entrepreneurs, we owe it to ourselves to make our businesses the best they can be. But the sands of time are not in our favour.

So,

It's time to get busy and create the success that you deserve.

But most important of all, it's time for you to decide once and for all which Entrepreneurial group you're going to be in.

WARNING, WARNING, WARNING - This is the most blunt message about Business Success that I have ever written. Do not read it if you are sensitive, want everything sugar coated or are a hyper sensitive Millennial!

1



Doing what made Entrepreneurial Fortunes for 100 Years that no one is willing to do.

Postcard

FINAL BOOKING DEADLINE

To Save £2000 on the Must Attend Event of The Year is **6pm This THURSDAY 10 March**

CHRIS CARDELL'S

BREAKTHROUGH

2022

21 – 22 March • Central London

RESERVE YOUR PLACE **BEFORE 6PM ON THURSDAY** AT www.Breakthrough2022.co.uk

»» FINAL BOOKING DEADLINE TO SAVE 66% - 6pm Thursday 10 March ««

7 Reasons To Not Miss Chris Cardell's First LIVE Event For 2 Years:

- 1 You will experience two days of the World's leading Entrepreneur success strategies that are essential to survive and thrive in the New Economy.
- 2 You will get over 50 specific methods to win more customers, increase your profits, grow your business, master online marketing and social media, and take number one position in your market.
- 3 You will discover how to protect and immunise your business from the turbulent times ahead.
- 4 For the first time ever, Chris Cardell will announce the most dramatic breakthrough in Online Marketing for over a decade – the approach that's bringing more customers than Google, Facebook or Instagram or any form of Social Media. This has the potential to transform your business and is only being revealed at this event.
- 5 The event is not being filmed and not being streamed. It is exclusively for the success driven business owners at the seminar.
- 6 Breakthrough 2022 is effectively Free because it is covered by the most powerful guarantee that Chris Cardell has ever offered. If, by 3pm on the first day, you are not convinced that this transformative event will be worth at least £100,000 to you, you can leave the event and receive a full refund. This is your guarantee that you can only make money by attending Breakthrough 2022.
- 7 If you book before the early booking deadline you save a massive £2000 and you can bring guests for half price.

Reserve your place before 6pm on Thursday at www.Breakthrough2022.co.uk

»» FINAL BOOKING DEADLINE TO SAVE £2000 - 6pm Thursday 10 March ««

 Return address PO Box 716, High Wycombe, Bucks, HP11 1XT

10

**The Biggest and Most
Overlooked Marketing
Opportunity of The
Decade?**

The Biggest and Most Overlooked Marketing Opportunity of The Decade?

If you could run an ad on TV that:

- Only ran in your geographic location
- Was only seen by people who visited your website
- Or only seen by people who searched for you on Google
- Or only seen by people you know are currently looking for the product or service you sell

The Biggest and Most Overlooked Marketing Opportunity of The Decade?

AND if people didn't want to watch your and they just press a button on your ad and skip it.

And you could run those ads day in, day out and only pay for reaching those precise people and only pay for reaching the people who want to watch your ad.....

**The Biggest and Most Overlooked Marketing
Opportunity of The Decade?**

**What would that do to
your business?**

The Biggest and Most Overlooked Marketing Opportunity of The Decade?

You  **Tube**

The Biggest and Most Overlooked Marketing Opportunity of The Decade?

The image shows a screenshot of a YouTube video player. At the top, the YouTube logo is visible on the left, and a search bar contains the text "joe rogan elon musk". The video content shows two men, Joe Rogan and Elon Musk, sitting at a desk in a studio, engaged in a conversation. The desk is cluttered with various items, including microphones, water bottles, and figurines. A large, glowing orange light source is visible in the background. In the bottom left corner of the video player, a white box contains the text "52,769,623 Views". A red arrow points from this box to the video title below the player. The video title is "Joe Rogan Experience #1169 - Elon Musk". Below the title, it says "52,769,623 views • Streamed live on Sep 7, 2018". At the bottom right of the player, there are icons for liking (910K), disliking, sharing, downloading, clipping, and saving.

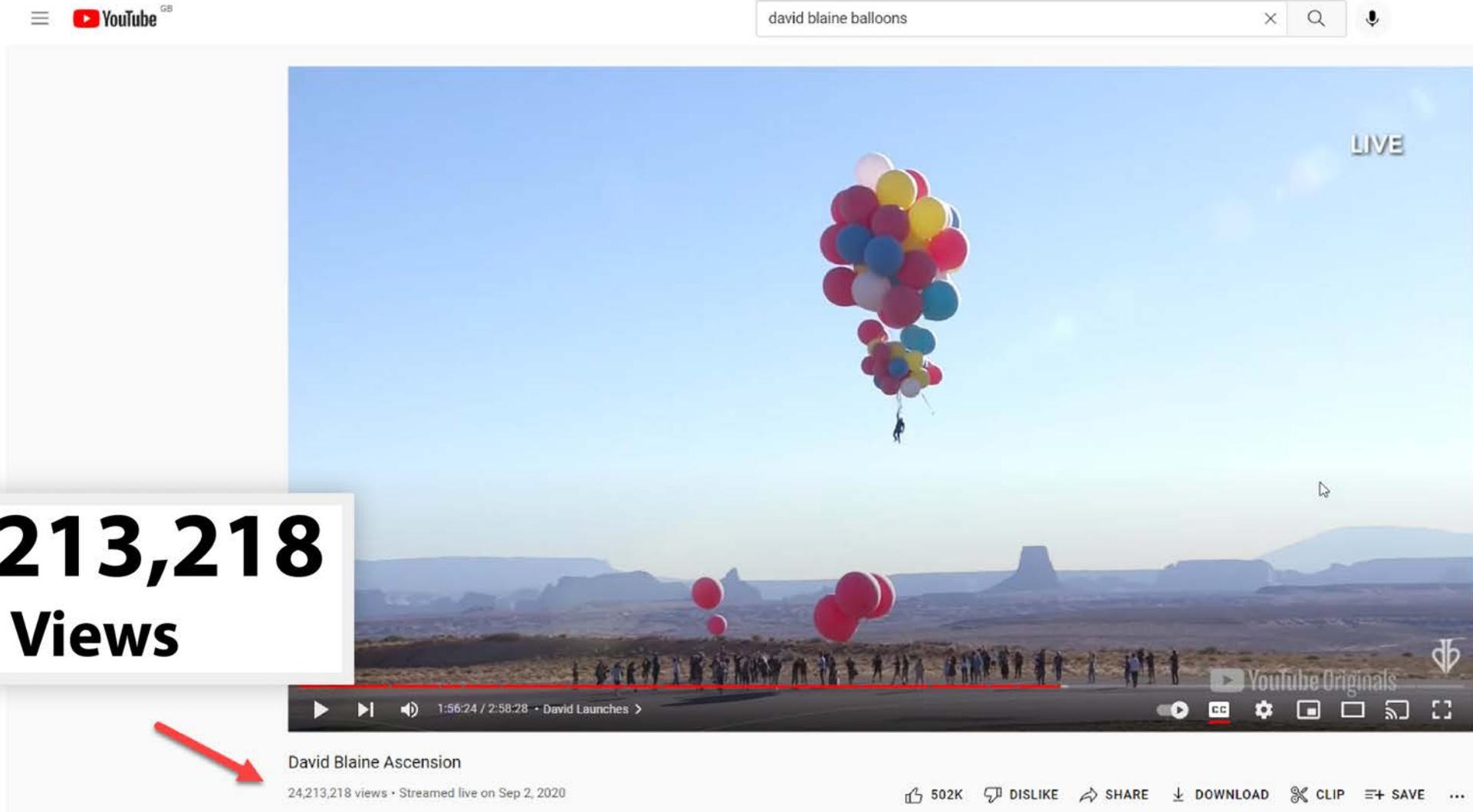
52,769,623 Views

Joe Rogan Experience #1169 - Elon Musk

52,769,623 views • Streamed live on Sep 7, 2018

910K DISLIKE SHARE DOWNLOAD CLIP SAVE ...

The Biggest and Most Overlooked Marketing Opportunity of The Decade?



The image shows a YouTube video player interface. At the top, the YouTube logo is on the left, and a search bar contains the text "david blaine balloons". The video itself shows a person (David Blaine) suspended in the air by a large cluster of colorful balloons (red, yellow, blue, white) against a clear blue sky. The ground below is a desert landscape with a crowd of people watching. A "LIVE" indicator is in the top right corner of the video frame. Below the video, the title "David Blaine Ascension" is displayed, along with the view count "24,213,218 views" and the text "Streamed live on Sep 2, 2020". The video player controls at the bottom show a progress bar at 1:56:24 / 2:58:28, and various interaction icons: 502K likes, DISLIKE, SHARE, DOWNLOAD, CLIP, SAVE, and a menu icon.

YouTube GB

david blaine balloons

LIVE

24,213,218 Views

David Blaine Ascension

24,213,218 views · Streamed live on Sep 2, 2020

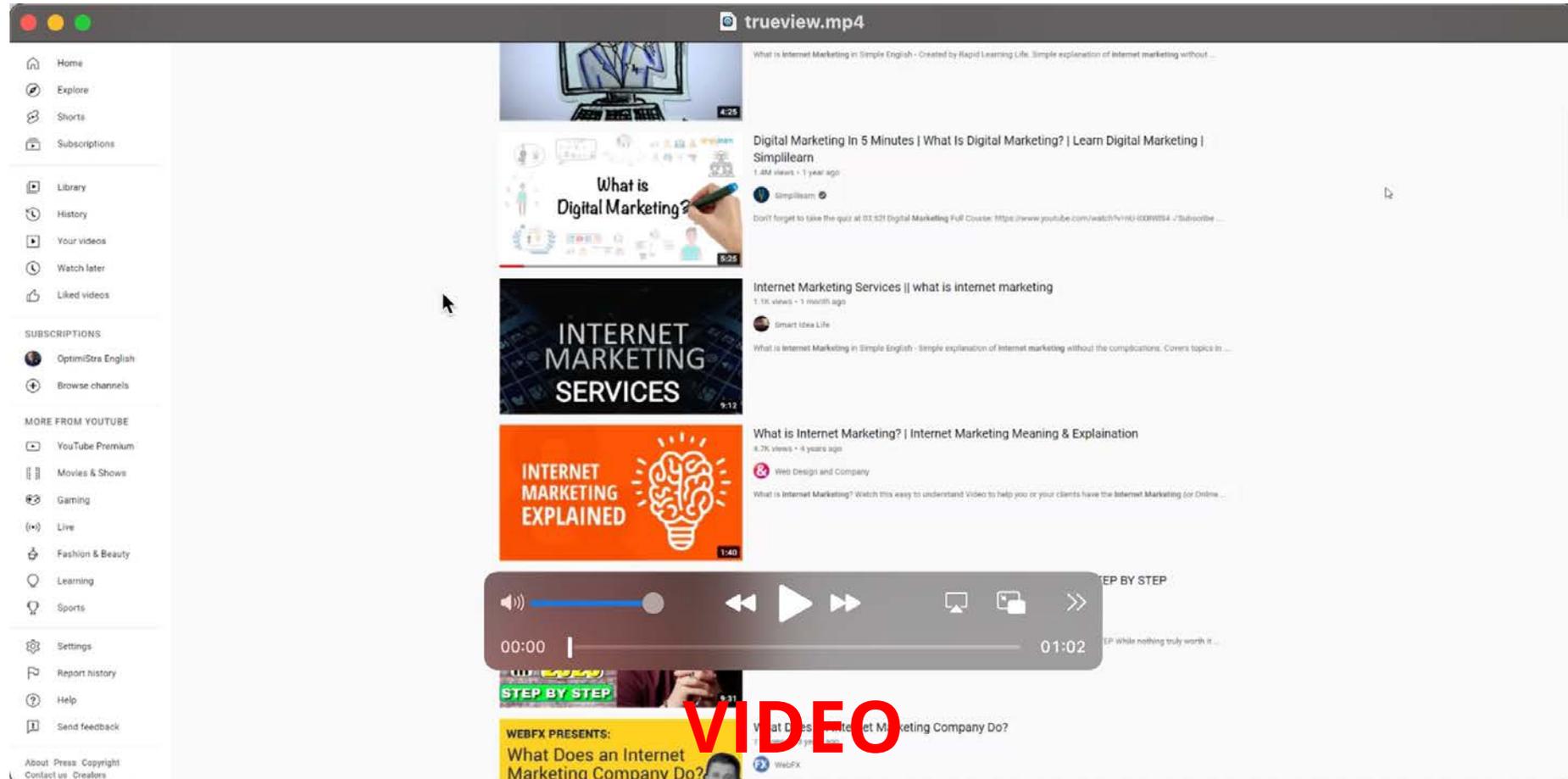
502K DISLIKE SHARE DOWNLOAD CLIP SAVE

The Biggest and Most Overlooked Marketing Opportunity of The Decade?



The Biggest and Most Overlooked Marketing Opportunity of The Decade?

TrueView Ads



The Biggest and Most Overlooked Marketing Opportunity of The Decade?

Global TV

+ The world's second largest search engine

+ AI

=

The biggest and most overlooked marketing opportunity of the decade

The Biggest and Most Overlooked Marketing Opportunity of The Decade?

Conversions **Cost/conv.** **Jan 1 - 31, 2022**

Campaign	Budget	Status	Impr.	Clicks	Avg. CPC	CTR	↓ Conver	Cost / conv.	Avg. cost	Cost	Conv. rate	Bid strategy type	Optimiz
YT Global - Keywords	£800.00/day	Limited by budget	135,829	1,099	£9.59	1.40%	966.60	£18.47	£9.59	£19,208.71	1.92%	Target CPA	
YT GL Similar 2 - Leads	£100.00/day	Eligible	78,963	620	£6.28	0.79%	291.90	£11.76	£9.07	£2,796.41	0.80%	Target CPA	
YT GL Similar 3 - IM Buyers	£100.00/day	Eligible	46,396	444	£9.00	0.96%	299.36	£19.36	£9.16	£3,086.62	0.97%	Target CPA	
YT GL RM	£100.00/day	Eligible	20,189	394	£19.36	1.95%	129.94	£19.94	£9.16	£1,520.44	1.48%	Target CPA	
YT UK Similar Audiences	£500.00/day	Eligible	99,814	467	£6.65	0.46%	100.40	£24.81	£9.95	£5,007.66	0.51%	Target CPA	
Global RM	£50.00/day	Limited by budget	0	0	-	-	0.00	£9.00	-	-	-	Target CPA	
YT Asia - Keywords	£100.00/day	Eligible	0	0	-	-	0.00	£9.00	-	-	-	Target CPA	
YT Aus/NZ - Similar	£100.00/day	Eligible	0	0	-	-	0.00	£9.00	-	-	-	Target CPA	
YT GL Similar Combined			0	0	-	-	0.00	£9.00	-	-	-	Target CPA	
Total: All enabled campaigns			390,741	3,060	£10.00	1.00%	1,000.00	£10.00	£10.00	£3,000.00	1.00%	Target CPA	
Total: Account	£2,050.00/day		402,140	3,346	£6.27	1.00%	2,176.26	£16.75	£9.21	£46,895.02	1.13%	Target CPA	
Total: Search campaigns			170,890	3,138	£1.99	2.99%	305.00	£28.49	£1.89	£8,688.76	0.94%	Target CPA	
Total: Display campaigns			0	0	-	-	0.00	£9.00	-	£9.00	0.00%	Target CPA	
Total: Video campaigns			490,290	4,408	£7.28	0.90%	1,871.26	£17.16	£9.17	£32,116.26	1.00%	Target CPA	
Total: Smart campaigns			0	0	-	-	0.00	£9.00	-	£9.00	0.00%	Target CPA	
Total: Discovery campaigns			0	0	-	-	0.00	£9.00	-	£9.00	0.00%	Target CPA	
Total: Performance Max campaigns			0	0	-	-	0.00	£9.00	-	£9.00	0.00%	Target CPA	

Total: Search campaigns **305.00** **£28.49** **£8,688.76**

Total: Video campaigns **1,871.26** **£17.16** **£32,116.26**

Reporting is not real-time. Time zone for all dates and times: (GMT) United Kingdom Time. [Learn more](#)

The Biggest and Most Overlooked Marketing Opportunity of The Decade?

Full Disclosure:

1. This is for serious players. It requires budgets and a willingness to test.
2. Ideally, you do this after you've built a successful Google search campaign.

The Biggest and Most Overlooked Marketing Opportunity of The Decade?

How to reach Customers on YouTube:

- 1. Remarketing.** Targets visitors to your website and/or customers uploaded into Google.
- 2. Keywords.** When people search for videos on YouTube related to what you sell, your video can play.

The Biggest and Most Overlooked Marketing Opportunity of The Decade?

The image shows a browser window titled "YTproductsearch.mp4" displaying the YouTube homepage. The interface includes a search bar, navigation tabs for various content categories, and a grid of video thumbnails. A video player overlay is visible in the foreground, showing playback controls and a progress bar.

Navigation Tabs: All, High-intensity interval training, Mountain bikes, Live, Bushcraft, Cryptocurrency, Indoor games and sports, Balls, Sports leagues, Trailers, Supercar, Superheroes, Sitcoms, Air

Video Grid:

- Gotham Knights Gameplay - HUGE Preview - 18 COOL DETAILS** (335K views, 1 month ago)
- Julia | Official Trailer | HBO Max** (5.3M views, 13 days ago)
- Twelve-year-old girl producing art so realistic people question if she really d...** (10M views, 8 months ago)
- VILLAGE IN UKRAINE, how people live 4K** (8.9M views, 7 months ago)
- 100X ALTS ALTCOINS & NFT'S** (17K views, 2 weeks ago)
- WINTER CAMPING** (261K views, 1 year ago)
- WAR IN UKRAINE FOLLOW OUR LIVE SPECIAL COVERAGE** (10K watching)

Video Player Overlay: 00:00 | 00:52

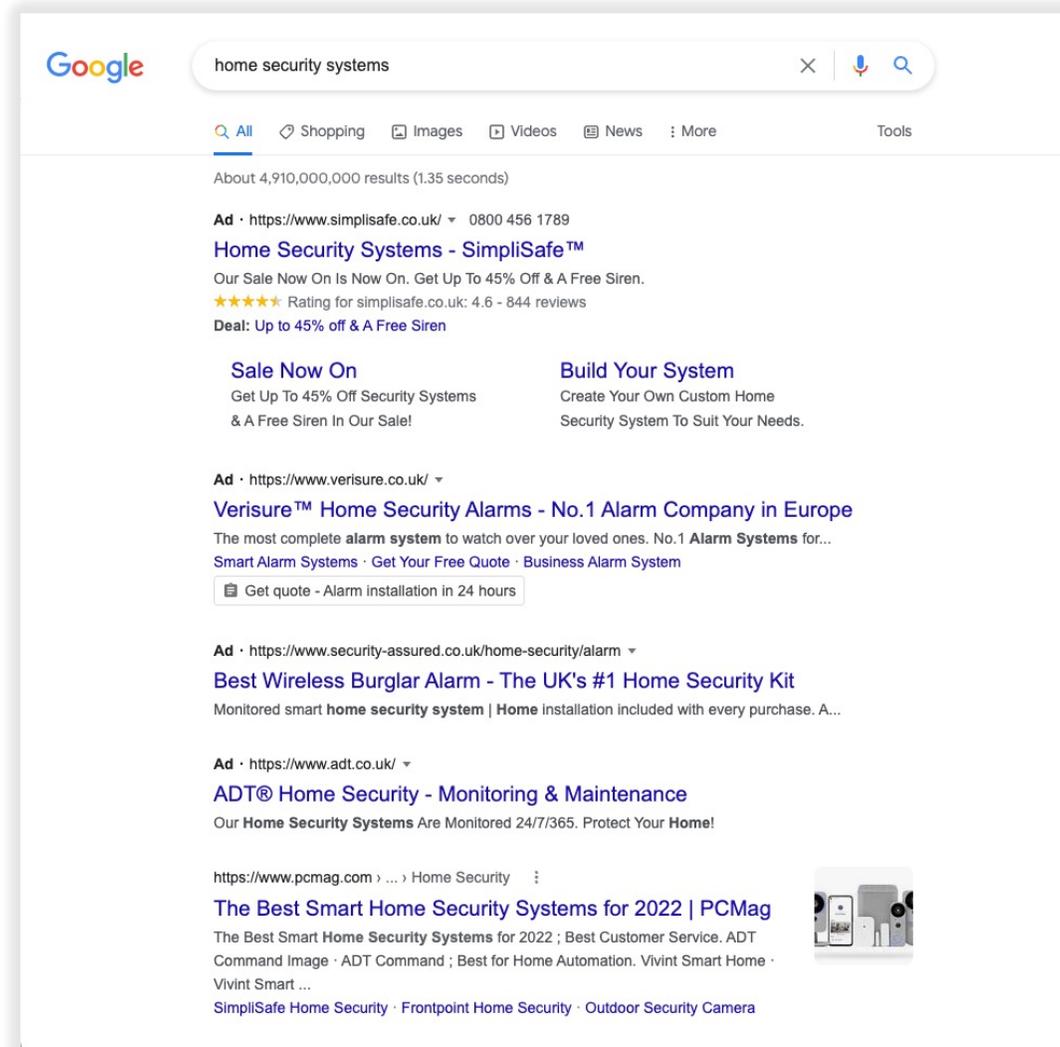
Bottom Text: VIDEO

The Biggest and Most Overlooked Marketing Opportunity of The Decade?

How to reach Customers on YouTube:

- 3. Custom Intent.** Your video ad will be served to people who searched for your keywords on Google.

The Biggest and Most Overlooked Marketing Opportunity of The Decade?



Google home security systems

Shopping Images Videos News More Tools

About 4,910,000,000 results (1.35 seconds)

Ad · <https://www.simplisafe.co.uk/> 0800 456 1789
Home Security Systems - SimpliSafe™
Our Sale Now On Is Now On. Get Up To 45% Off & A Free Siren.
★★★★★ Rating for simplisafe.co.uk: 4.6 - 844 reviews
Deal: Up to 45% off & A Free Siren

Sale Now On Get Up To 45% Off Security Systems & A Free Siren In Our Sale!	Build Your System Create Your Own Custom Home Security System To Suit Your Needs.
---	--

Ad · <https://www.verisure.co.uk/>
Verisure™ Home Security Alarms - No.1 Alarm Company in Europe
The most complete **alarm system** to watch over your loved ones. No.1 **Alarm Systems** for...
[Smart Alarm Systems](#) · [Get Your Free Quote](#) · [Business Alarm System](#)
[Get quote - Alarm installation in 24 hours](#)

Ad · <https://www.security-assured.co.uk/home-security/alarm>
Best Wireless Burglar Alarm - The UK's #1 Home Security Kit
Monitored smart **home security system** | **Home** installation included with every purchase. A...

Ad · <https://www.adt.co.uk/>
ADT® Home Security - Monitoring & Maintenance
Our **Home Security Systems** Are Monitored 24/7/365. Protect Your **Home!**

<https://www.pcmag.com> > ... > Home Security > **The Best Smart Home Security Systems for 2022 | PCMag**
The Best Smart **Home Security Systems** for 2022 ; Best Customer Service. ADT Command Image · ADT Command ; Best for Home Automation. Vivint Smart Home · Vivint Smart ...
[SimpliSafe Home Security](#) · [Frontpoint Home Security](#) · [Outdoor Security Camera](#)



The Biggest and Most Overlooked Marketing Opportunity of The Decade?

How to reach Customers on YouTube:

4. **Similar Audiences.** They work in the same way as Facebook lookalike audiences. You upload your customers into Google and they find people who look like your customers.

The Biggest and Most Overlooked Marketing Opportunity of The Decade?

- All Customers
- All leads
- Top 20% customers
- Customers by product/service
- Website Visitors

The Biggest and Most Overlooked Marketing Opportunity of The Decade?

How to reach Customers on YouTube:

- 5. In Market Audiences.** This targets people that Google knows are looking for the product or service that you sell.

The Biggest and Most Overlooked Marketing Opportunity of The Decade?

in-market.mp4

2	/Apparel & Accessories	YES	YES	YES	YES	YES	YES
3	/Apparel & Accessories/Activewear	YES	YES	YES	YES	YES	YES
4	/Apparel & Accessories/Activewear/Running Apparel	NO	NO	NO	YES	YES	YES
5	/Apparel & Accessories/Activewear/Yoga Apparel	NO	NO	NO	YES	YES	YES
6	/Apparel & Accessories/Backpacks	YES	NO	NO	NO	YES	NO
7	/Apparel & Accessories/Costumes	YES	YES	YES	YES	YES	YES
8	/Apparel & Accessories/Eyewear	YES	YES	NO	YES	YES	YES
9	/Apparel & Accessories/Eyewear/Eyeglasses & Contact Lenses	NO	YES	NO	NO	YES	YES
10	/Apparel & Accessories/Eyewear/Sunglasses	YES	YES	NO	YES	YES	YES
11	/Apparel & Accessories/Formal Wear	YES	YES	YES	YES	YES	YES
12	/Apparel & Accessories/Formal Wear/Bridal Wear	YES	YES	YES	YES	YES	YES
13	/Apparel & Accessories/Formal Wear/Suits & Business Attire	YES	YES	YES	YES	YES	YES
14	/Apparel & Accessories/Handbags	YES	YES	YES	YES	YES	YES
15	/Apparel & Accessories/Hats	YES	NO	NO	NO	YES	NO
16	/Apparel & Accessories/Jewelry & Watches	YES	YES	YES	YES	YES	YES
17	/Apparel & Accessories/Jewelry & Watches/Fine Jewelry	YES	YES	YES	YES	YES	YES
18	/Apparel & Accessories/Jewelry & Watches/Fine Jewelry/Necklaces	YES	YES	NO	YES	YES	YES
19	/Apparel & Accessories/Jewelry & Watches/Watches	YES	YES	YES	YES	YES	YES
20	/Apparel & Accessories/Jewelry & Watches/Wedding & Engagement Rings	YES	YES	YES	YES	YES	YES
21	/Apparel & Accessories/Lingerie						
22	/Apparel & Accessories/Luggage						
23	/Apparel & Accessories/Men's Apparel						
24	/Apparel & Accessories/Outerwear						
25	/Apparel & Accessories/Pants						
26	/Apparel & Accessories/Shirts & Tops	YES	NO	NO	NO	YES	NO
27	/Apparel & Accessories/Shoes	YES	YES	YES	YES	YES	YES
28	/Apparel & Accessories/Shoes/Athletic Shoes	YES	YES	YES	YES	YES	YES
29	/Apparel & Accessories/Shoes/Boots	YES	YES	YES	YES	YES	YES
30	/Apparel & Accessories/Shoes/Dress Shoes	YES	YES	YES	YES	YES	YES

00:00 | 01:18

VIDEO

The Biggest and Most Overlooked Marketing Opportunity of The Decade?



WARNING:

Don't Try This At Home!

The Biggest and Most Overlooked Marketing Opportunity of The Decade?

Campaigns Custom Jan 1, 2020 – Dec 31, 2021

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

Campaign	Budget	Status	Impr.	Clicks	Avg. CPC	CTR	↓ Conver	Cost / conv.	Avg. cost	Cost	Conv. rate	Bid strategy type	Optim
YT Global - Keywords	£200.00/day	Limited by budget	4196,719	34,138	£4.13	0.82%	16,689.49	£19.73	£5.12	£206,190.92	0.82%	Target CPA	
Global RM	£200.00/day	Limited by budget	2,193,072	1,990	£0.36	0.19%	991.99	£10.00	£3.26	£11,229.98	16.19%	Target CPA	
YT GL RM	£100.00/day	Eligible	100,769	1,046	£4.48	1.19%	470.97	£19.66	£5.10	£3,190.71	0.69%	Target CPA	
YT Asia - Keywords	£100.00/day	Eligible	20,167	415	£3.21	1.65%	156.33	£10.64	£5.14	£1,075.26	1.36%	Maximize conversions	
YT GL Similar 2 - Leads	£100.00/day	Eligible	21,092	168	£4.95	0.80%	70.99	£19.12	£5.11	£1,019.67	0.78%	Target CPA	
YT GL Similar 3 - IM Buyers	£100.00/day	Eligible	16,704	125	£6.00	0.79%	49.90	£22.89	£5.16	£1,007.62	0.70%	Target CPA	
YT UK Similar Audiences	£100.00/day	Eligible	12,948	63	£6.00	0.90%	21.99	£19.60	£5.09	£299.81	0.66%	Target CPA	
YT Aus/NZ - Similar	£100.00/day	Eligible	0	0	-	-	0.00	£5.00	-	£0.00	0.00%	Maximize conversions	
YT GL Similar Combined	£200.00/day	Bid strategy learning	0	0	-	-	0.00	£5.00	-	£0.00	0.00%	Maximize conversions	
Total: All enabled campaigns			7,291,260	41,609	£3.07	0.99%	12,199.78	£19.05	£5.12	£206,176.07	0.69%		
Total: Account			140,784	1,044	£4.48	0.82%	16,689.49	£19.73	£5.12	£206,190.92	0.82%		
Total: Search campaigns			1,990	1,990	£0.36	0.19%	991.99	£10.00	£3.26	£11,229.98	16.19%		
Total: Display campaigns			100,769	1,046	£4.48	1.19%	470.97	£19.66	£5.10	£3,190.71	0.69%		
Total: Video campaigns			100,769	1,046	£4.48	1.19%	470.97	£19.66	£5.10	£3,190.71	0.69%		
Total: Smart campaigns			0	0	-	-	0.00	£5.00	-	£0.00	0.00%		
Total: Discovery campaigns			20,167	415	£3.21	1.65%	156.33	£10.64	£5.14	£1,075.26	1.36%		
Total: Performance Max campaigns			17,365	138	£1.93	0.90%	19.99	£22.07	£5.16	£299.81	0.20%		

£464,908.14

CHRIS CARDELL'S

BREAKTHROUGH

2022