

FREE GUIDE — 7 DAYS — 20 MINUTES A DAY

The 7-Day Micro-Conversions Guide for *Paid Ads*

For advertisers paying for clicks that do not turn into leads

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7 Google certifications | Network of ~80 specialists

microconversions.eu



01 — BEFORE YOU START

Small steps, *big results*

In seven days, with 20 minutes a day, you will find where ad clicks leak, feed your campaigns better signals and lower the cost per lead.

WHO THIS IS FOR

You pay for every click. Most of them leave in seconds. Platforms optimise for what you tell them to count, so counting only final sales starves them of data.

THE MATH THAT MAKES THIS WORTH 20 MINUTES

Improve click-to-landing, landing engagement, form start, form submit and follow-up by 2% each and cost per lead falls by about 9.5% on the same budget.

How to use this guide

- 1 One page per day. Read it, then do the 20-minute exercise.
- 2 Write in the guide or on paper. Numbers beat opinions.
- 3 Do not skip ahead. Each day builds on the previous one.
- 4 Use the tracker on page 11 to keep your three numbers in one place.

02 — THE SIX STEPS

Every sale is a chain of *small yeses*

Customers do not jump from stranger to buyer. They pass six small decisions. Each one is a micro-conversion you can see, measure and improve.

STEP 1

Attention

Someone notices you. A scroll, a click, a video watched for 10 seconds.

STEP 2

Intent

They lean in: a second page, a pricing look, a question typed.

STEP 3

Trust

They check proof: reviews, results, who is behind the offer.

STEP 4

Identity

They say who they are: an email, a name, a quiz answer.

STEP 5

Commitment

A small yes: a download, a booking, a first purchase or call.

STEP 6

Return

They come back: a reply, a second visit, a referral.

$$1.02 \times 1.02 \times 1.02 \times 1.02 \times 1.02 = +10.4\%$$

Five tiny improvements multiply. This is the +10% floor behind this guide.



DAY 1 — 20 MINUTES

Map *the ad journey*

Draw what happens from impression to lead.

TODAY'S EXERCISE

20 MIN

- 1 Write the ad, the promise it makes and the landing page headline.
- 2 Check they say the same thing.
- 3 Mark where the promise changes.

YOUR NOTES

Tips & *tricks*

TIP 1

Message match is the first leak.

TIP 2

Open your ad on a phone with slow data.

TIP 3

Count seconds until the offer is visible.



DAY 2 — 20 MINUTES

Pick *3 micro-conversions*

Choose signals worth sending back to the ad platform.

TODAY'S EXERCISE

20 MIN

- 1 Examples: 10-second engaged view, scroll to 50%, form started, WhatsApp click.
- 2 Rank by volume and link to final leads.
- 3 Keep three.

YOUR NOTES

Tips & *tricks*

TIP 1

You need enough events (30+ a week) for learning.

TIP 2

Form start is a gold signal.

TIP 3

Do not optimise for page views.



DAY 3 — 20 MINUTES

Measure *the baseline*

Get click, cost and rate numbers for 30 days.

TODAY'S EXERCISE

20 MIN

- 1 Note spend, clicks, landing views, form starts and leads.
- 2 Compute cost per click, per engaged visit and per lead.
- 3 Split by campaign.

YOUR NOTES

Tips & *tricks*

TIP 1

Check that tracking actually fires.

TIP 2

Compare mobile vs desktop.

TIP 3

Ignore averages hiding a bad campaign.

DAY 4 — 20 MINUTES

Fix *the biggest leak*

Fix the weakest step between click and lead.

TODAY'S EXERCISE

20 MIN

- 1 Match the landing headline to the ad words.
- 2 Move the form or button above the fold.
- 3 Cut fields to the minimum: name plus one contact.

YOUR NOTES

Tips & *tricks*

TIP 1

Show proof near the form.

TIP 2

Speed: aim for under 3 seconds load.

TIP 3

One goal per page.



DAY 5 — 20 MINUTES

Follow-up *routine*

Contact new leads fast.

TODAY'S EXERCISE

20 MIN

- 1 Write an instant confirmation message.
- 2 Write a call or message script for the first 10 minutes.
- 3 Set a notification so no lead waits over an hour.

YOUR NOTES

Tips & *tricks*

TIP 1

Speed to lead beats polish.

TIP 2

Ask one qualifying question.

TIP 3

Log outcome to feed back into targeting.

DAY 6 — 20 MINUTES

Run *one small test*

Test one creative or landing element.

TODAY'S EXERCISE

20 MIN

- 1 Create ad B with a different first line or image.
- 2 Run both with equal budget for 7 days.
- 3 Compare cost per lead, not clicks.

YOUR NOTES

Tips & *tricks*

TIP 1

One variable at a time.

TIP 2

Wait for at least 100 clicks each.

TIP 3

Pause losers, clone winners.



DAY 7 — 20 MINUTES

Conclusions *and 30-day plan*

Lock in what lowered cost per lead.

TODAY'S EXERCISE

20 MIN

- 1 Compare to the day 3 baseline.
- 2 List winners and losers.
- 3 Plan the next test for each week.

YOUR NOTES

Tips & *tricks*

TIP 1

Keep a test log.

TIP 2

Review weekly for 20 minutes.

TIP 3

Share winning angles across campaigns.



TRACKER — YOUR THREE NUMBERS

Measure *what matters*

Fill this in on day 3 and again on day 7. The difference is your result.

MICRO-CONVERSION	DAY 3	DAY 7	CHANGE
Click to engaged visit	_____	_____	_____
Engaged visit to form start	_____	_____	_____
Form start to lead	_____	_____	_____

Your *30-day plan*

WEEK 1

Send the best micro-conversion to the ad platform as a goal.

WEEK 2

Test a new offer angle.

WEEK 3

Build a retargeting audience from engaged visitors.

WEEK 4

Re-measure cost per lead and set the next target.

Rule of the month

Change one thing, measure it, keep it or drop it. Twenty focused minutes a week beat a redesign you never finish.

ABOUT — WHO IS BEHIND THIS GUIDE

Cosmin Claudiu *Ambru*

I have worked in marketing since 2006, built websites since 2007 and done graphics and video since 2009. Since 2018 I teach digital marketing, including at the West University of Timisoara (Atelierul Digital). I hold 7 Google certifications, 2 degrees and 3 accreditations, and work with a network of about 80 specialists.

2006

in marketing

7

Google certs

2018

teaching since

~80

specialists

What clients *say*

“

Growth of 3000% after we rebuilt the funnel step by step. Cosmin sees the small leaks nobody else notices.

Roland
AIRVAPE

“

Clear plan, honest numbers and real support. Our bookings became predictable.

Cristina Dina
Estetique Clinique

“

Twelve years of working together. Still the first person I call before any marketing decision.

Mihaela
Client since 2014

“

Simple changes, visible results. He explains everything in plain language.

Adrian C.
Jiguja Drink

NEXT STEP

Let's find your *next +10%*

Want me to audit your campaigns with you? Book a free 20-minute call.

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