




FOLLOWERS DON'T
MATTER IF THEY DON'T
CONVERT





Cyborg Digital - Case Studies and
Testimonials




2023

Testimonials:

 **Sixolisiwe Nomajola Ndawo** recommends **Cyborg Digital**.
25 March 2021 · 🌐

The way Catherine teaches is fun. She gives you time to ask questions and explains complex topics and technical jargon in the most basic way but you get the best understanding of the topic or subject at hand. I would recommend her for a private or even group lesson. She is a teacher at heart.

  You and 2 others

 Love  Comment  Share

 **Luani Joubert** recommends **Cyborg Digital**.
15 February 2021 · 🌐

Great Energy, Integrity & Extremely Passionate about what they do! Cyborg Media will treat your company like it's their own & they'll never give up on your dream, the perfect solution to take your business to the next level! I'd recommend them to anyone looking for Social Media experts!

  You and 2 others


 Love  Comment  Share

 **Gerda Visagie** recommends **Cyborg Digital**.
3 February 2021 · 🌐




This is one of those businesses that not only do business but actually care about the businesses they market. They put their heart soul and talent in every design and marketing idea. Thank you.


  You and 2 others 1 comment

 Love  Comment  Share


 **Veronica Van Den Berg** recommends **Cyborg Digital**.
7 April · 🌐




I started a brand new e-commerce store and received 8 orders in the first 4 days. Thank you Cyborg for putting me on the right path. Thank you!

 Like  Comment  Share

 **Ryan Da Silva** recommends **Cyborg Digital**.
15 July at 10:34 · 🌐

A fantastic and knowledgeable team. Always there to answer any question we have. They have increased our facebook sales in dramatically in only a short time. Thank you to the entire cyborg team, a wonderful investment.

 Cyborg Digital 1 share

 Like  Comment  Share

 **Renée Theron** recommends **Cyborg Digital**.
14 January · 🌐

I am at awe at the high level of commitment I see from this team.
Amazing job guys!

 Cyborg Digital 1 comment


 Like  Comment  Share

 **Nadine Westermann** recommends **Cyborg Digital**.
6 August 2021 · 🌐


Impressive results within only a week.. Definitely recommend Cyborg Social Media!!




 You and 1 other

 Like  Comment  Share

 **Helena Kruger** recommends **Cyborg Digital**.
18 March 2021 · 🌐

Great experience working with these guys. Site visits & conversion rates have gone up and keeps increasing. We have been with them for a few months and we are really reaping the reward of their knowledge and experience.

 You and 1 other

 Like  Comment  Share



Cole Harrup recommends **Cyborg Digital**.

15 February 2021 · 🌐

Had an informative and in depth training session with the Cyborg Social Media team and they really opened my eyes to the vast potential, power and possibilities that Social plays in today's age! They took the time to go through and explain everything in great detail to me and I would definitely recommend their services to anyone. Thank you. 😊

👍👤 You and 2 others

👍 Like

💬 Comment

➦ Share



Chalize Van Zijl recommends **Cyborg Digital**.

18 March 2021 · 🌐

From day one this company impressed me! They take time to understand your company and make improvements that shows results! Cat thanks so much for great training on top of great social media services. You guys are energetic, fun and honest. Will be working with you for a long time! 🙌

👍👤 You and 3 others

👍 Like

💬 Comment

➦ Share



Hein Dreyer recommends **Cyborg Digital**.

8 February 2021 · 🌐

I am very happy with the training I'm currently receiving from Cyborg. Knowing that my ad spend is used correctly instead of just boosting posts blew my mind! Would definitely recommend them for training!

👍👤 You and 3 others

👍 Like

💬 Comment

➦ Share



Fragrance Room recommends **Cyborg Digital**.

23 August 2021 · 🌐

Where do i start.

Well done Cyborg and their whole team!

Cyborg has been an absolute pleasure to work with.They are dedicated,Professional, hardworking, always friendly and eager to help.

From the first day kat was going out of her way to assist FragrancesRoom in growing our Sosial media marketing from increasing my ROAS (Return over ad spend) to sorting out some big technical problems on my Sosial media platforms.

I ran into BIG technical problems with Facebook, i was unable to advertise at all- my whole page, business manager and ads manager was blocked. As a business owner that is reliable on Facebook and sosial media marketing i started panicking. I thought my whole business was going to be closed- but Kat came in and assisted me with getting my page back up and running. After a few days of hard work, dedication and just not giving up-Kat managed to get my page back up and running and i must add my ads is doing much better than before.

I am highly recommending Cyborg for any company or business out there that wants to grow their business and get more sales.

I can personally testify that Cyborg has grown my business and client base tremendously.

Thank you Cyborg

👍 You and 1 other

👍 Like

💬 Comment

➦ Share



CHJ Le Roux

1 review

★★★★★ 4 months ago

Great job guys. I see a great future for my business thanks to Catherine and the team at Cyborg. We will be working together forever!

Like



Liz Tsikkos

2 reviews

★★★★★ 4 months ago

We have been working with Cyborg Digital for more than a year. They have a talented and passionate team. I recommend this agency to anyone who wants a marketing partner.

Like



Shotgunr le Roux

2 reviews

★★★★★ 4 months ago

Best social media company to have on your side



Marli Halasz recommends **Cyborg Digital**.

7 January · 🌐

Cyborg has taken my company to the next digital level! Optimizing campaigns and the results speak for themselves. Work ethic is unmatched!

Cyborg Digital

1 comment

Like

Comment

Share



Vaughn van Wyk recommends **Cyborg Digital**.

7 April · 🌐

Catherine is a mentor extraordinaire. Her passion is contagious and her knowledge without boundaries


You have opened up a whole new whole for me, and I can't thank you enough.

[#industryleader](#) [#mentor](#) [#goals](#)



Like




Comment


Share

 **Heidri Saayman** recommends **Cyborg Digital**.
27 August 2021 · 🌐


Thanks Cat for continuously following up and suggesting tweaks to our social media campaigns. And translating social media advertising speak to something I can understand, quantify and see results on! May Cyborg SM go from strength to strength!




  You and 1 other


 Love  Comment  Share

 **Jasmine Anna-Lee Bronson** recommends **Cyborg Digital**.
8 September 2020 · 🌐

Knowledgeable, consistent and reliable. Great solutions that work!

 You and 2 others


 Like  Comment  Share

 **Liz Tsikkos** recommends **Cyborg Digital**.
13 August 2021 · 🌐


The best social media agency I have ever worked with! Catherine is absolutely amazing. Her attention to detail and extensive insight into social media is exactly what every business needs. Thanks Cat! Our sales are up and growing 🍷🍷🍷

 2




 Like  Comment  Share

 **Edward Louw** recommends **Cyborg Digital**.
28 May 2020 · 🌐

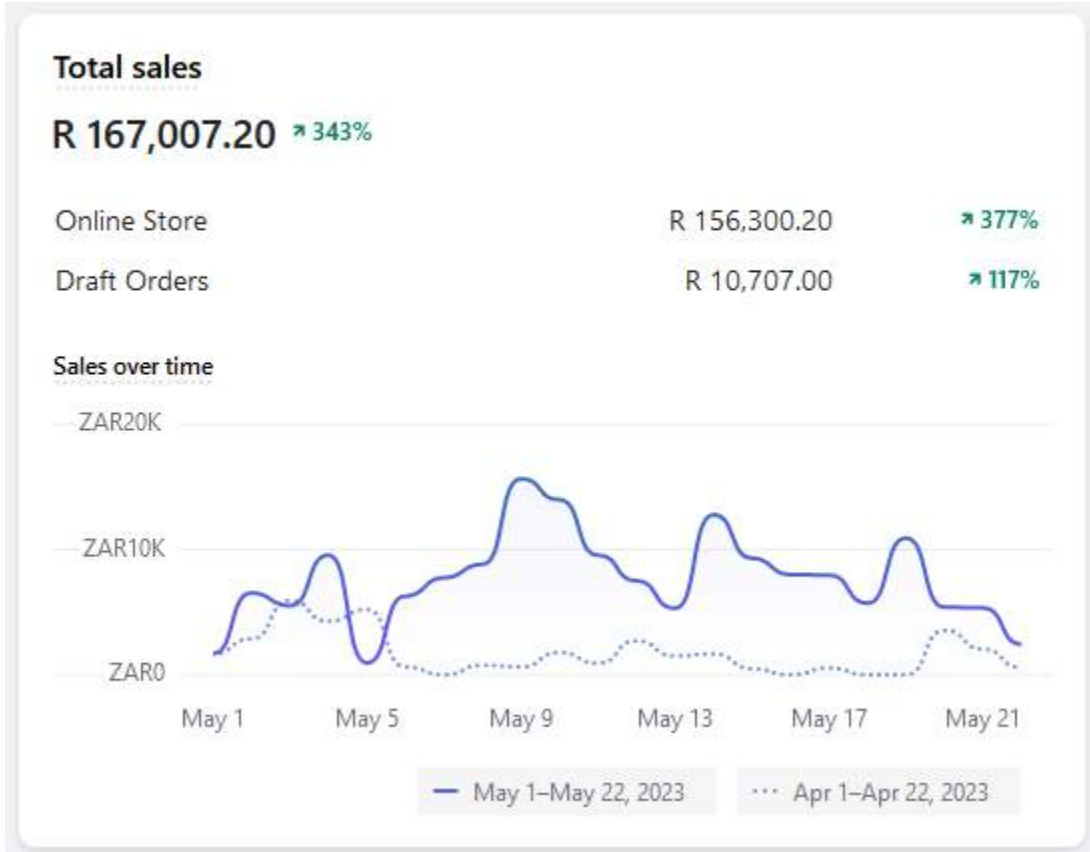
It is a very up to date group

 You and 4 others

1 comment

 Like  Comment  Share

Case Studies:



Analytics

Month to date Compare: Apr 1–Apr 16, 2023

Total sales
R 123,458.20 ↗ 298%

Online Store	R 113,401.20	↗ 302%
Draft Orders	R 10,057.00	↗ 261%

Sales over time



Purchases	Website purchases	Offline purchases	Purchases Conversion Value	Website purchases conversion...
29 [2]	29 [2]	—	R30,869.80 [2]	R30,869.80 [2]
37 [2]	37 [2]	—	R43,880.85 [2]	R43,880.85 [2]
134 [2]	134 [2]	—	R148,559.35 [2]	R148,559.35 [2]
23 [2]	23 [2]	—	R34,073.75 [2]	R34,073.75 [2]
23 [2]	23 [2]	—	R31,090.05 [2]	R31,090.05 [2]
120 [2]	120 [2]	—	R122,825.80 [2]	R122,825.80 [2]
7 [2]	7 [2]	—	R8,277.00 [2]	R8,277.00 [2]
373 [2] Total	373 [2] Total	— Total	R419,576.60 [2] Total	R419,576.60 [2] Total

Total sales

R226,035.00

785%

Net sales

R207,126.00

779%

Orders

228

591%

Products sold

432

865%

Variations Sold

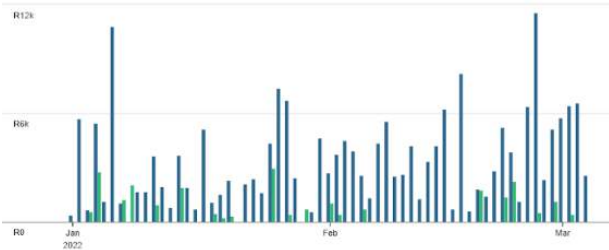
161

2588%

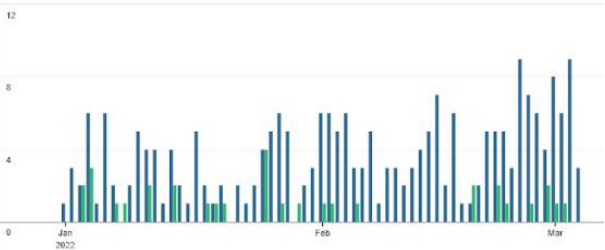
Charts

By day

Net sales



Orders





Amount spent	Website purchases	Purchases Conversion Value	Website purchases conversion value
R7,381.25	3 [2]	R26,448.30 [2]	R26,448.30 [2]
R2,548.31	—	R0.00	R0.00
R750.00	—	R0.00	R0.00
R471.17	1 [2]	R9,594.20 [2]	R9,594.20 [2]
R436.45	—	R0.00	R0.00
R763.55	—	R0.00	R0.00
R12,350.73 Total Spent	4 [2] Total	R36,042.50 [2] Total	R36,042.50 [2] Total

Cost per result	Checkouts initiated	Amount spent ↓	website purchases conversion value
<u>R117.05</u> [2] Per Purchase	<u>151</u> [2]	R9,949.41	<u>R55,906.00</u> [2]
<u>R97.20</u> [2] Per Purchase	<u>140</u> [2]	R8,553.43	<u>R52,674.00</u> [2]
R3.46 Per Page Like	—	R7,321.88	R0.00
<u>R6.66</u> [2] Per Add To Cart	<u>92</u> [2]	R3,343.64	<u>R21,667.00</u> [2]
<u>R142.85</u> [2] Per Purchase	<u>29</u> [2]	R1,999.97	<u>R9,075.00</u> [2]
<u>R100.08</u> [2] Per Purchase	<u>27</u> [2]	R1,901.52	<u>R14,488.00</u> [2]
<u>R5.96</u> [2] Per Add To Cart	<u>52</u> [2]	R1,876.58	<u>R15,387.00</u> [2]

Amount spent	Ends	Schedule	Website purchases conversion...
R17,089.62	Ongoing	12 May 2021–Ongoing	<u>R115,758.00</u> [2]
R12,870.23	Ongoing	12 May 2021–Ongoing	<u>R65,338.00</u> [2]
R5,348.18	Ongoing	7 Dec 2021–Ongoing	<u>R57,556.00</u> [2]
R5,516.30	Ongoing	7 Dec 2021–Ongoing	<u>R42,200.00</u> [2]
R2,178.80	Ongoing	8 Nov 2021–Ongoing	<u>R13,384.00</u> [2]

Amount spent	Adds to cart	Website adds to cart	Checkouts initiated	Website checkouts initiated	Purchases	Website purchases	Purchases Conversion Value	Website purchases conversion value
R35,109.51	4,298 [2]	4,298 [2]	822 [2]	822 [2]	683 [2]	683 [2]	R220,988.00 [2]	R220,988.00 [2]
R5,390.94	617 [2]	617 [2]	91 [2]	91 [2]	74 [2]	74 [2]	R26,222.00 [2]	R26,222.00 [2]
R19,718.74	2,502 [2]	2,502 [2]	449 [2]	449 [2]	315 [2]	315 [2]	R23,615.00 [2]	R23,615.00 [2]

Results	Reach	Impressions	Cost per result	Amount spent
224	142,462	614,804	R35.27	R7,900.02
Product Enquiry Fina...			Per Product Enquiry ...	
42	101,063	226,150	R187.80	R7,887.72
Buying Final Convers...			Per Buying Final Con...	

Adds to cart	Checkouts initiated	Purchases	Cost per result	Quality ranking Ad relevance ...	Engagement rate ranking Ad relevance ...	Conversion rate ranking Ad relevance ...	Amount spent
203 [2]	138 [2]	43 [2]	R148.93 [2] Per Purchase	Average	Average	Above average	R6,404.02
134 [2]	69 [2]	27 [2]	R44.45 [2] Per Add To Cart	Average	Average	Average	R5,956.45
123 [2]	38 [2]	9 [2]	R250.71 [2] Per Purchase	–	–	–	R2,256.40
82 [2]	37 [2]	7 [2]	R109.57 [2] Per Purchase	–	–	–	R767.02

Status	Amount
SUCCESSFUL	R 1 380,00
SUCCESSFUL	R 16 270,20
SUCCESSFUL	R 1 610,00
SUCCESSFUL	R 345,00
SUCCESSFUL	R 1 380,00
SUCCESSFUL	R 3 138,95
SUCCESSFUL	R 1 610,00
SUCCESSFUL	R 920,00
SUCCESSFUL	R 14 292,20
SUCCESSFUL	R 35 607,45

Cost per result	Checkouts initiated	Amount spent ↓	Website purchases conversion value
<u>R117.05</u> [2] Per Purchase	<u>151</u> [2]	R9,949.41	<u>R55,906.00</u> [2]
<u>R97.20</u> [2] Per Purchase	<u>140</u> [2]	R8,553.43	<u>R52,674.00</u> [2]
R3.46 Per Page Like	—	R7,321.88	R0.00
<u>R6.66</u> [2] Per Add To Cart	<u>92</u> [2]	R3,343.64	<u>R21,667.00</u> [2]
<u>R142.85</u> [2] Per Purchase	<u>29</u> [2]	R1,999.97	<u>R9,075.00</u> [2]
<u>R100.08</u> [2] Per Purchase	<u>27</u> [2]	R1,901.52	<u>R14,488.00</u> [2]
<u>R5.96</u> [2] Per Add To Cart	<u>52</u> [2]	R1,876.58	<u>R15,387.00</u> [2]

Results	Reach	Impressions	Cost per result	Amount spent
88 On-Facebook leads	10,364	13,523	R7.77 Per on-Facebook lea...	R683.76

Analytics

Month to date compared to Apr 1-Apr 19, 2022

Total sales

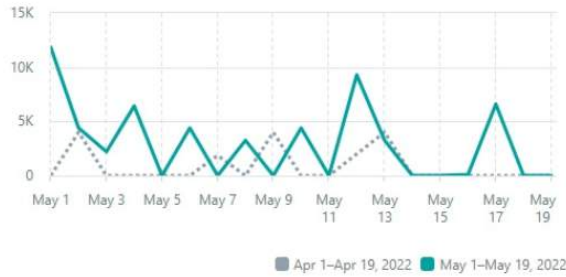
ZAR 56,134.15

View report

↑ 254%

Online Store ZAR 56,134.15 ↑ 254%

SALES OVER TIME



Online store sessions

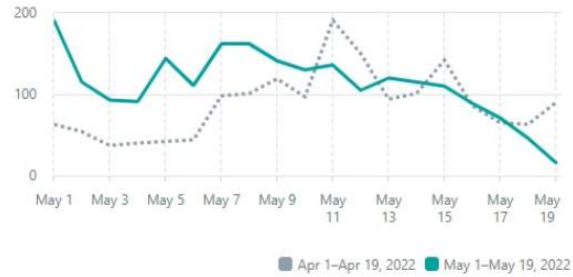
2,148

View report

↑ 28%

Visitors 2,035 ↑ 29%

SESSIONS OVER TIME

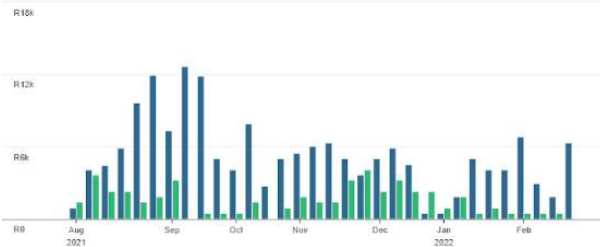


Total sales	Net sales	Orders	Products sold	Variations Sold
R190,710.00 ↑ 264%	R167,830.00 ↑ 259%	286 ↑ 225%	381 ↑ 266%	0 ↓ 100%

Charts

By week

Net sales



Orders

