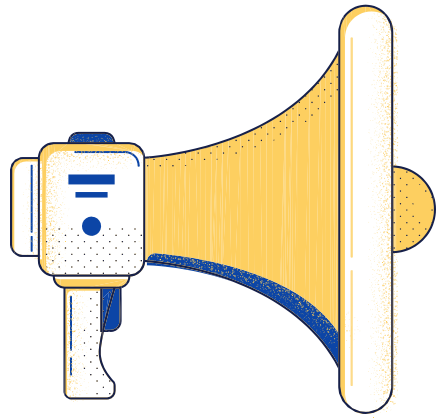


Our eCommerce Success Story

Facebook Ads
Case Study for An
eCommerce Brand





Brand Challenge

The brand manufactures Bathroom products. Despite a wide range of effective products, they were struggling in accomplishing their sale targets. They were looking at good returns on the investment from paid ads.



Our Recommendation

We saw the real potential in launching Facebook Shopping Campaign, so we recommended that they must invest some of their marketing budgets into Sale Catalog & Conversion objective Ads to take advantage of this powerful new route into the results.

Strategy

Upon taking over the account, we started our process with market analysis to determine the opportunities and competitiveness. Once done with our initial analysis, we moved to the next phase to setting up a Facebook Feed catalog and link with FB page. The next step was to set up Conversion & Sale Catalog campaigns in FB ad account with dynamic ads & automated bidding to collect data initially.

Key Metrics

400% ↑

ROAS

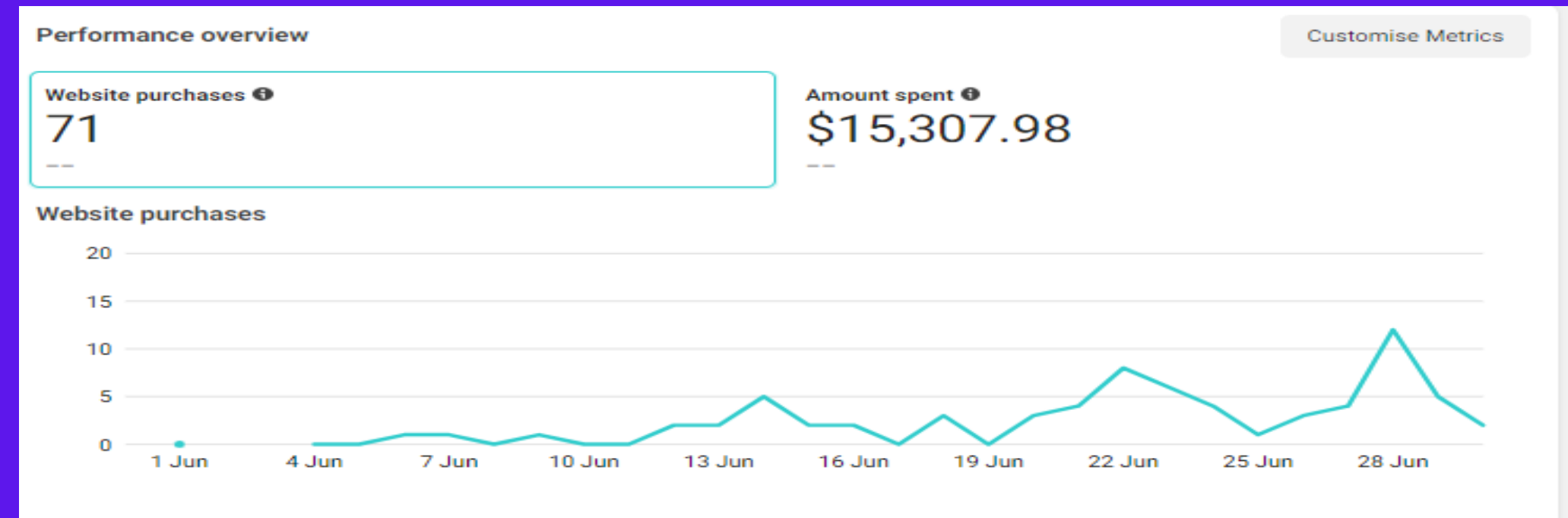
1600%

Increased Imp.

Result

The Conversion Objective campaigns turned out to be successful in improving sales and delivered higher ROI.

- Received 2M impressions in June month.
- Delivered 71 orders in June month.
- Generated revenue of \$87,149 just in a June month.
- 95% of sales came from Smartphone



	Instagram	Feed	Mobile app	7-day click or...		53	\$5.65	\$299.45	\$0.00	--
	Facebook	Feed: video feeds	Mobile app	7-day click or...		3	\$9.05	\$27.15	\$0.00	--
	Facebook	Search results	Mobile app	7-day click or...		4	\$0.95	\$3.81	\$0.00	--
	Facebook	Search results	Desktop	7-day click or...		--	--	\$1.43	\$0.00	--
	Facebook	Right column	Desktop	7-day click or...		4	\$0.51	\$2.03	\$0.00	--
	Facebook	Marketplace	Mobile app	7-day click or...		9	\$3.50	\$31.49	\$0.00	--
	Facebook	Marketplace	Desktop	7-day click or...		--	--	\$0.71	\$0.00	--
	Facebook	In-stream video	Mobile app	7-day click or...		2	\$3.39	\$6.78	\$0.00	--
	Facebook	Instant Article	Mobile app	7-day click or...		--	--	\$0.71	\$0.00	--
	Facebook	Feed	Mobile web	7-day click or...		1	\$14.54	\$14.54	\$0.00	--
	Facebook	Feed	Mobile app	7-day click or...		111	\$6.51	\$722.41	\$0.00	--
	Facebook	Feed	Desktop	7-day click or...		7	\$7.91	\$55.38	\$0.00	--
	Facebook	Facebook Stories	Mobile app	7-day click or...		6	\$10.88	\$65.26	\$0.00	--
	Results from 12 campaigns ⓘ Excludes deleted items				7-day click or ...	2,811 Total	\$7.17 Per Person	\$20,163.63 Total Spent	\$87,149.98 ⓘ Total	\$280.05 ⓘ Per Action



Thank You