



# **OUR RESULTS E-COMMERCE**



## OUR CLIENT



This case study is for an e-commerce store specializing in a specific product niche.

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They had a great product and a good brand, but had not successfully ran ads.

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We run ads on a month by month basis for them with varying budgets depending on the revenue generated.

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We started off with a budget of \$10,000 per month, but upped it at the start of month 2.

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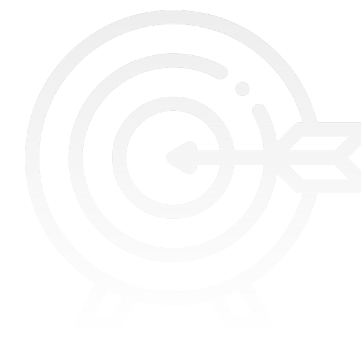
The total revenue in the 45 days of this case study was \$80,000+.

# OUR ADS

We setup ads like these ones with Facebook and Google PPC campaigns to find customers.



# OUR TARGETING



We use a blend of previous data, knowledge, and split testing, with industry best practices, to put our ads in front of the people most likely to purchase your products.

When combined with a nice looking website that converts well, high quality graphics, good value, and a reputable brand, our ads lead to high sales levels.

SOME OF THE RESULTS

# Let's look at the RESULTS

Feb 11, 2020 – Mar 31, 2020													
Search Filters + Add filters to narrow the data you are seeing.													
Campaigns Ad Sets Ads													
+ Create Duplicate Edit A/B Test Rules View Setup Columns: Custom Breakdown Reports													
	C-N	Budget	Amount Spent	Link Clicks	Leads	Cost per Lead	Adds to Cart	Website Purchases	Cost per Purchase	Results	Cost per Result	Reach	Impressions
	C	\$59.00 Daily	\$1,144.58	25,041	6,776	\$0.17	2,618	86	\$13.31	6,776 Leads	\$0.17 Per Lead	664,833	1,847,484
	C	\$300.00 Daily	\$577.89	10,144	2,619	\$0.22	746	20	\$28.89	2,619 Leads	\$0.22 Per Lead	541,570	959,014
	C	\$100.00 Daily	\$4,587.72	8,716	3,337	\$1.37	1,218	258	\$17.78	3,337 Leads	\$1.37 Per Lead	291,200	542,985
	C	Using ad...	\$1,434.76	4,967	869	\$1.65	274	110	\$13.04	4,454 Landing Pa...	\$0.32 Per Landing Page View	203,491	260,129
	C	Using ad...	\$1,318.81	3,600	564	\$2.34	173	101	\$13.06	3,264 Landing Pa...	\$0.40 Per Landing Page View	165,827	201,764
	T	Using ad...	\$480.55	2,226	304	\$1.58	104	39	\$12.32	2,226 Link Clicks	\$0.22 Per Link Click	92,946	145,434
	B	Using ad...	\$1,204.75	2,127	813	\$1.48	287	74	\$16.28	813 Leads	\$1.48 Per Lead	108,991	138,364
	C	Using ad...	\$730.47	2,389	397	\$1.84	124	44	\$16.60	2,143 Landing Pa...	\$0.34 Per Landing Page View	105,378	123,593
	C	\$59.00 Daily	\$989.28	1,892	773	\$1.28	269	90	\$10.99	773 Leads	\$1.28 Per Lead	92,608	117,620
	C	Using ad...	\$680.45	2,250	372	\$1.83	111	37	\$18.39	2,003 Landing Pa...	\$0.34 Per Landing Page View	99,395	116,748
	N	Using ad...	\$1,021.54	1,309	349	\$2.93	167	77	\$13.27	77 Purchases	\$13.27 Per Purchase	59,296	97,889
	R		\$20,645.12 Total Spent	81,001 Total	22,605 Total	\$0.91 Per Action	7,818 Total	1,443 Total	\$14.31 Per Action			2,117,137 People	5,470,519 Total

Adds to Cart	Website Purchases	Cost per Purchase ^
6	2	\$7.33
37	16	\$7.74
247	112	\$7.93
7	4	\$8.05
101	32	\$8.25
1,698 Total	701 Total	\$10.25 Per Action

We scaled this budget up quickly and were able to obtain sales for as low as \$7.33 on some campaigns with an average order value of \$55.



## Facebook Ads overview report



Apr 6, 2022 - Sep 1, 2022

Page 1

Overview

Page 2

Breakdown

## Subscription's &amp; Impressions

Leads 204 Reach 37.9K Impressions 102.8K



## Clicks

Clicks 4.9K CTR (%) 4.8% CPC 0.55



## Actions

Actions 85.4K Action rate % 83.1% Page engagements 28.3K



## Top Campaigns

by Amount spent, Cost / Action, Actions and Action Rate (%)

Campaign ID	Amount spent	CPM	Action rate %	Page engagements
23850399346220105	2,677.18	28.05	83.14%	28,279
Grand total	2,677.18	28.05	83.14%	28,279

## Country Breakdown

by Conversions



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Apr 6, 2022 - Sep 1, 2022

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Breakdown

## Device Breakdown

Impression device	Impressions	Reach	Clicks (all)	Action rate %
1. iphone	6,951,016	24,810	3,200	88.74%
2. android_smartphone	31,347.00	12,641	1,533	69.61%
3. desktop	1,201.00	502	37	89.26%
4. android_tablet	410.00	216	29	103.17%
5. ipad	86.00	40	1	95.7%
6. ipod	9.00	8	1	202%
7. other	9.00	8	0	33.33%

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## Age Breakdown



## Gender Breakdown



## Campaign Objective Breakdown

Campaign objective	Cost per any action	Amount spent	Actions	Leads	Impressions	Clicks
LEAD_GENERATION	8.09	2,677.18	85,449	204	102,778	4,891

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We provide full transparency!

Our clients get free access to a live reporting dashboard to track real-time advertising metrics, including CTR, impressions, reach, audience demographics, and more.

# LIVE REPORTING DASHBOARD

\*not actual results, only to show reporting dashboard

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# RESULTS IN 45 DAYS

48

MILLION

Impressions  
(people who  
saw the ads)

81,000

People clicked  
through or  
engaged with  
the ad

22,605

Total leads  
generated  
(emails for  
marketing)

9%

Add to cart ratio

1,443

Sales

\$55

Avg. Cart value

**\$25,000 IN COST**  
**\$80,000 IN REVENUE**  
**320% ROI**

from the ads we ran



# SUMMARY

from the work we did

This client came in with a solid brand, and a solid product. They also had great photos, a great website, and a great shipping department.

That combined with our ads, was able to generate over \$80k in revenue in 45 days.



**CONTACT  
US TODAY!**