

# Case Study

FASHION BRAND

Ad Spent: \$14.8k

*ROAS: 6*

Revenue: \$90k

# Background

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The fashion brand is based in the US and has experienced slow growth in its digital marketing efforts. They have been running Facebook Ads, but the results have not been as great as they could have been.

## Challenges being faced

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The brand attempted to run Facebook Ads campaigns in the past, but they couldn't scale effectively. They lacked a strategic approach to their spending and primarily focused on boosting a few posts and conducting sporadic campaigns. As a result, they encountered difficulties in scaling their efforts and maintaining consistent growth in online sales. It appears that this discussion pertains to a single brand.

2023

# What we did initially ?

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- We assisted the brand in defining its target audience by leveraging real data we collected from their accounts and ad history.
- We then conducted a thorough analysis of their campaigns and strategies, identifying areas for improvement.
- Furthermore, we conducted market research and delved deeply into understanding their brand, audience, products, business, and key performance metrics.
- It appears that this discussion pertains to a single brand.

2023

# Campaign Strategy & Scaling for Brand

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- We assisted the client in scaling their ad spend to approximately \$750 per day while maintaining a strong Return on Ad Spend (ROAS). We ran Remarketing (RMT), Middle of Funnel (MOF), and Cold campaigns on their behalf.
- On COLD campaigns, we've set up some proven interests for new audiences. We've also run campaigns for LLA (Lookalike) audiences from the Facebook Pixel, Customer list who already purchased in the last 180 days. Also, we've targeted LLA audiences from Facebook and Instagram engagers in the last 180 days.
- We've were running multiple CBO with different ads.

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# Average ROAS:6

ROAS (RETURN ON AD SPEND): TOTAL  
ORDER VALUE / ADVERTISING COST

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## \$90,000 Increase In Monthly Revenue

AFTER FINDING THE  
WINNERS, AND SCALING

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## Result

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We were able to maintain consistent ROAS even as we scaled the campaigns.

Additionally, we successfully kept the CPA (Cost per Purchase/Cost per Action) low, enabling the brand to generate significant profits on each new sale.

Considering their Average Order Value (AOV), over the course of 30 days, they spent approximately \$14,800 on ads, resulting in an increase in revenue of just over \$90,000.



# 7 Day Average Campaign Results

Campaigns Ad Sets Ads

Edit More Columns: Custom Breakdown Reports

Budget	Amount Spent	Website Purchases	Purchase Conversion Value	Purchase ROAS (Return)	Cost per Add to Cart	Cost per Purchase	CPC (Cost per Click)	Reach	C' (Li Clic)	L Clic
\$120.00 Daily	\$693.15	119	\$3,638.17	5.25	\$1.14	\$5.82	\$0.24	247,104	1.03%	2
\$70.00 Daily	\$530.35	77	\$3,121.56	5.89	\$1.66	\$6.89	\$0.49	49,248	1.19%	1
\$100.00 Daily	\$723.46	52	\$2,144.82	2.96	\$2.34	\$13.91	\$0.30	166,177	1.14%	2
\$100.00 Daily	\$638.20	125	\$3,954.36	6.20	\$1.07	\$5.11	\$0.23	205,5...	1.15%	2,7
\$54.00 Daily	\$388.95	51	\$1,742.64	4.48	\$1.87	\$7.63	\$0.34	39,168	1.63%	1,
\$78.00 Daily	\$527.83	125	\$4,592.97	8.70	\$0.93	\$4.22	\$0.41	61,488	1.10%	1,2
	<b>\$5,260.33</b> Total Spent	<b>838</b> Total	<b>\$30,920....</b> Total	<b>5.88</b> Average	<b>\$1.42</b> Per Acti...	<b>\$6.28</b> Per Acti...	<b>\$0.29</b> Per Acti...	<b>722,433</b> People	<b>1.36%</b> Per I...	<b>18,0</b> T

# 30 Day Average Campaign Results

**Campaigns**    Ad Sets    Ads

Edit    More    Columns: Custom    Breakdown    Reports

Budget	Amount Spent	Website Purchases	Purchase Conversion Value	Purchase ROAS (Return)	Cost per Add to Cart	Cost per Purchase	CPC (Cost per	Reach	C' (Li Clic	Li Clic
\$120.00 Daily	\$693.15	119	\$3,638.17	5.25	\$1.14	\$5.82	\$0.24	247,104	1.03%	2,3
\$70.00 Daily	\$842.77	146	\$5,320.85	6.31	\$1.57	\$5.77	\$0.50	62,112	1.17%	1,4
\$100.00 Daily	\$1,262.43	98	\$3,931.55	3.11	\$2.21	\$12.88	\$0.33	254,2...	1.05%	3,5
\$100.00 Daily	\$958.04	216	\$6,986.21	7.29	\$0.94	\$4.44	\$0.22	246,3...	1.32%	4,4
\$54.00 Daily	\$1,528.12	215	\$8,130.45	5.32	\$1.32	\$7.11	\$0.32	73,744	2.03%	4,8
\$78.00 Daily	\$1,615.97	416	\$13,814....	8.55	\$0.87	\$3.88	\$0.49	102,144	0.87%	3,2
	<b>\$14,871.88</b> Total Spent	<b>2,453</b> Total	<b>\$90,619....</b> Total	<b>6.09</b> Average	<b>\$1.38</b> Per Acti...	<b>\$6.06</b> Per Acti...	<b>\$0.31</b> Per Acti...	<b>1,203,...</b> People	<b>1.41%</b> Per l...	<b>48,7</b> To

# **Do You Want Similar Result?**

Just reach out to us directly,  
and we can discuss your  
business needs, and how  
results like these would be  
possible for you.