



Case Study

SUPPLEMENT
E-COM STORE

ACHIEVING 2.6 - 6.1

ROAS, AND SCALING



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meta ads specialist

Client Overview

Our client, an eCommerce supplement store, specializes in high-quality dietary supplements designed to enhance health and wellness. The store offers a wide range of products, including vitamins, protein powders, and herbal supplements.

Campaign Objective

The primary objectives of the campaign were to increase online sales by driving more purchases through the online store, attract new customers interested in health and wellness supplements, and enhance brand awareness among a broader audience. The focus was on boosting sales, expanding the customer base, and raising the profile of the brand to ensure sustained growth and engagement in the competitive supplement market.

2023



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Campaign Strategy



Audience Research and Segmentation:

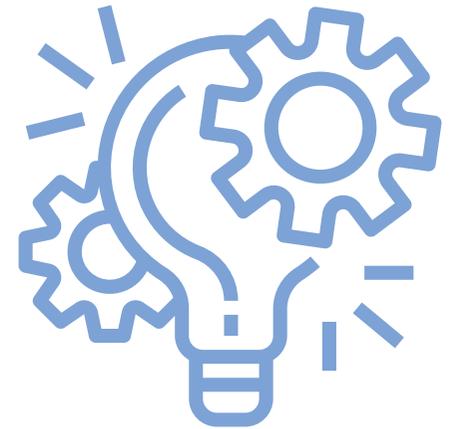
- • **Core Audience:** Health-conscious individuals aged 25-45 who are interested in fitness, nutrition, and wellness.
- • **Custom Audiences:** Retargeting previous website visitors, email subscribers, and past purchasers.
- • **Lookalike Audiences:** Creating lookalike audiences based on the client's existing customers to reach similar potential buyers.

2023-2024



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Campaign Strategy



Ad Creative Development:

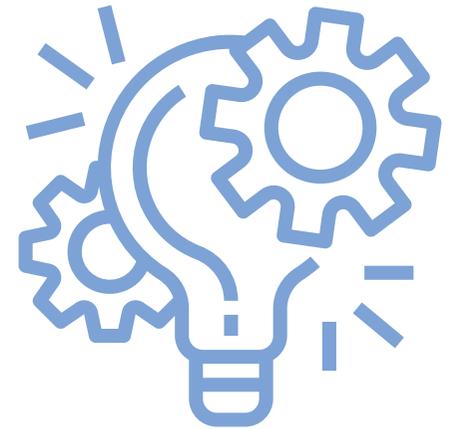
- • **Ad Formats:** We used a mix of carousel ads, video ads, and single image ads to reach different types of people.
- • **Visuals:** We included high-quality images and videos of the supplements, along with user testimonials and before-and-after results.
- • **Copy:** The text in the ads was clear and persuasive, highlighting the benefits of the supplements, special offers, and included a clear call-to-action (CTA) to encourage purchases.

2023-2024



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Campaign Strategy



2023-2024

Campaign Setup and Optimization:

- • **Ad Placement:** Utilizing automatic placements to allow Facebook's algorithm to optimize delivery across its family of apps.
- • **Budget Allocation:** Starting with a modest budget and scaling up based on the performance of different ad sets.
- • **A/B Testing:** Conducting A/B tests on ad creatives, headlines, and CTAs to determine the most effective combinations.



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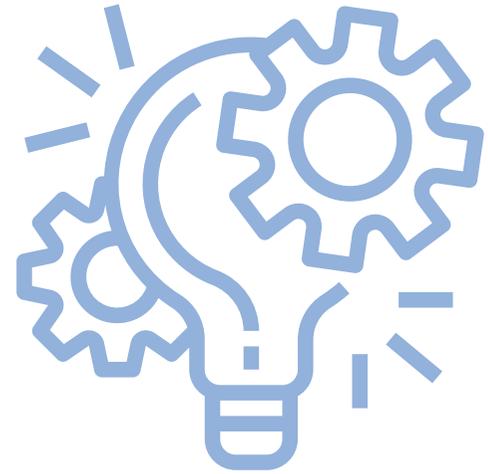
➤ Result

**Generated:
\$145,469.72**

WITH AN AD SPEND OF
\$23,980.68

**Average CPP:
Below \$15**

ACQUIRING A NEW CUSTOMER FOR
BELOW \$15



Average ROAS:

6.09

AFTER FINDING THE
WINNERS, AND
SCALING

2023-2024



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∞ Campaign Results

Account overview Campaigns Ad sets Ads

+ Create Duplicate Edit A/B test Rules View Setup Columns: Digital J Breakdown Reports

<input type="checkbox"/>	Campaign name	Budget	Amount spent	Purchases Conversion Value	Purchase ROAS (return on)	Website purchases	Cost per Purchase	Adds to cart	Cost per add to cart
<input type="checkbox"/>	<input checked="" type="checkbox"/> Digital J - PP	\$100.00 Daily	\$21.12	\$0.00	—	—	—	—	—
<input type="checkbox"/>	<input checked="" type="checkbox"/> Digital J // 1 - (CON - Best Sellers) (\$400/d - 40%) (DF)	\$400.00 Daily	\$5,800.61	\$34,493.14	5.95	399	\$14.54	857	\$6.77
<input type="checkbox"/>	<input checked="" type="checkbox"/> Digital J - MOFU	\$300.00 Daily	\$5,544.62	\$40,137.31	7.24	448	\$12.38	938	\$5.91
<input type="checkbox"/>	<input checked="" type="checkbox"/> Digital J - BOFU - DPA	\$250.00 Daily	\$3,963.01	\$35,568.13	8.98	409	\$9.69	1,247	\$3.18
<input type="checkbox"/>	<input type="checkbox"/> Digital J // 2 - (CON - Testimonials & UGC) (\$150/d - 30%) (DF)	\$150.00 Daily	\$1,052.82	\$342.51	0.33	4	\$263.21	14	\$75.20
<input type="checkbox"/>	<input type="checkbox"/> Digital J // 3 - (CON - RET Offers) (\$100/d - 20%) (DF)	\$28.00 Daily	\$1,208.44	\$6,458.72	5.34	92	\$13.14	232	\$5.21
<input type="checkbox"/>	<input type="checkbox"/> Digital J - TOFU - Dynamic Creative Split Test	\$40.00 Daily	—	\$0.00	—	—	—	—	—
<input type="checkbox"/>	<input type="checkbox"/> Digital J - TOFU	\$56.00 Daily	\$6,001.11	\$27,785.74	4.63	327	\$18.35	817	\$7.35
<input type="checkbox"/>	<input type="checkbox"/> TOF Gut Performance - Hattie Boyle	\$100.00 Daily	\$388.95	\$684.15	1.76	14	\$27.78	32	\$12.15
> Results from 184 campaigns			\$23,980.68 Total Spent	\$145,469.72 Total	6.07 Average	1,693 Total	\$14.16 Per Action	4,137 Total	\$5.80 Per Action



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