Case Study
WOMEN ACCESSORIES
ROAS: 2.7

Client Overview

Our client, an online store selling women's accessories, wanted to increase their sales and improve their marketing efforts. They decided to use a strategy that targeted different types of customers, tested various ads, and optimized their advertising budget.

2022

Campaign Objective

The main goals were to increase sales by getting more purchases through the online store, target the right audience by effectively reaching different types of customers, and optimize the budget by using the advertising budget efficiently to get the best results.

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Campaign Strategy

Audience Research and Segmentation:

- **Core Audience:** Target women aged 18-35 interested in fashion, accessories, and trends.
- **Custom Audiences:** Retarget previous website visitors, email subscribers, and past purchasers.
- **Lookalike Audiences:** Create lookalike audiences based on the client's existing customers to reach similar potential buyers.
- **Catalog Ads:** Utilize dynamic catalog ads to showcase personalized product recommendations.

2022

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Campaign Strategy

Budget Optimization:

- **Campaign Budget Optimization (CBO):** We tested allowing Facebook to automatically allocate the budget to the best-performing ad sets within a campaign. This method helped maximize the return on ad spend (ROAS) by dynamically shifting funds to where they were most effective.

- **Ad Set Budget Optimization (ABO):** We also tested allocating specific budgets to individual ad sets. This approach allowed us to have precise control over spending, focusing on high-performing segments and ensuring that underperforming ones did not drain resources.

2022

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➤Result

Monthly spent: $37K

Average CPA $75

Average ROAS: 2.7

Optimized budget 20%

2022

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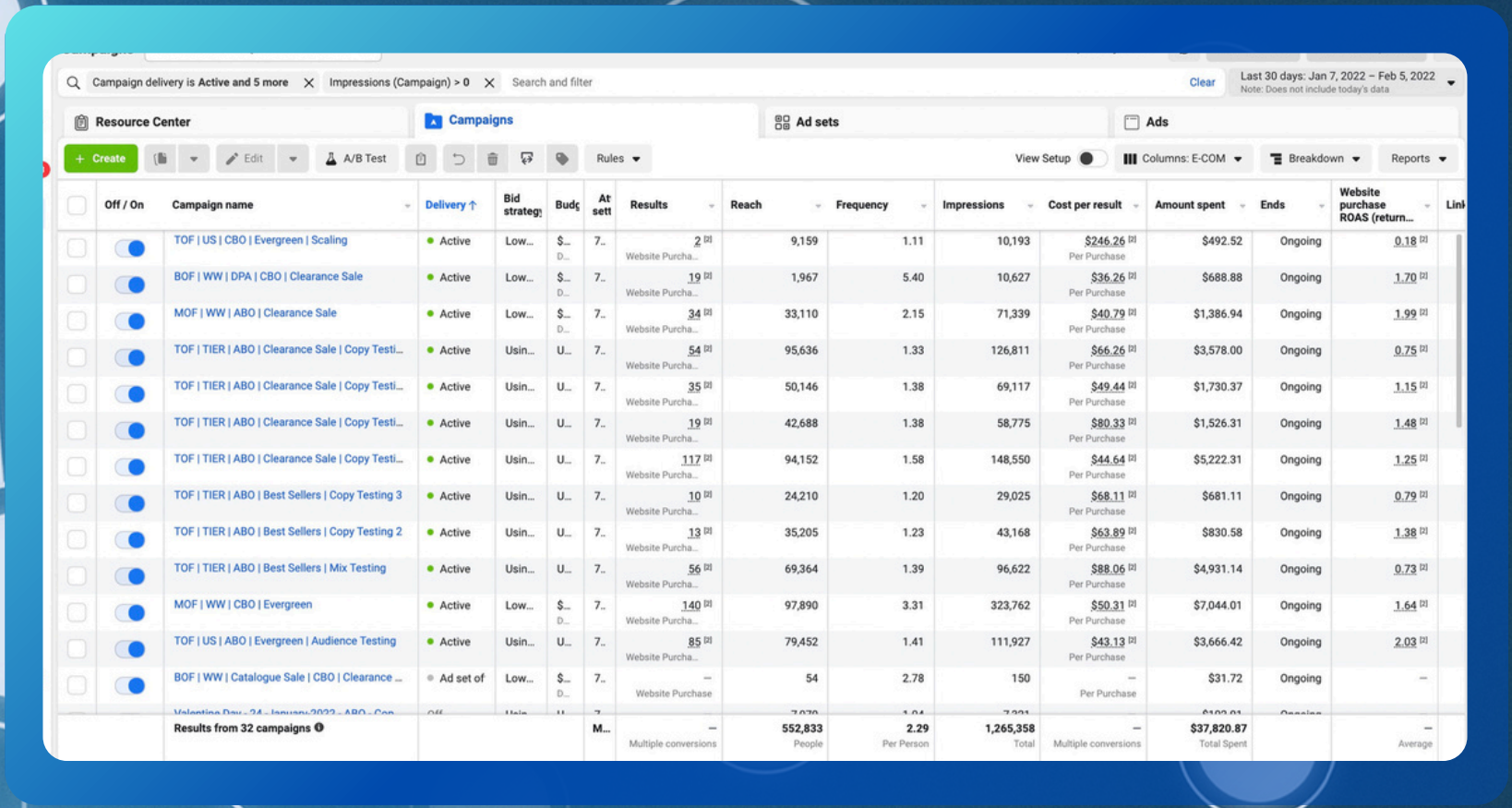
Campaign Results



Campaign delivery is Active and 5 more | Impressions (Campaign) > 0 | Search and filter | Clear | Last 30 days: Jan 7, 2022 – Feb 5, 2022 (Note: Does not include today's data)

Resource Center | Campaigns | Ad sets | Ads

Create | Edit | A/B Test | Rules | View Setup | Columns: E-COM | Breakdown | Reports

Off / On	Campaign name	Delivery	Bid strategy	Budg	At sett	Results	Reach	Frequency	Impressions	Cost per result	Amount spent	Ends	Website purchase ROAS (return...	Link
	TOF | US | CBO | Evergreen | Scaling	Active	Low...	$... D...	7...	2 [2] Website Purcha...	9,159	1.11	10,193	$246.26 [2] Per Purchase	$492.52	Ongoing	0.18 [2]	
	BOF | WW | DPA | CBO | Clearance Sale	Active	Low...	$... D...	7...	19 [2] Website Purcha...	1,967	5.40	10,627	$36.26 [2] Per Purchase	$688.88	Ongoing	1.70 [2]	
	MOF | WW | ABO | Clearance Sale	Active	Low...	$... D...	7...	34 [2] Website Purcha...	33,110	2.15	71,339	$40.79 [2] Per Purchase	$1,386.94	Ongoing	1.99 [2]	
	TOF | TIER | ABO | Clearance Sale | Copy Testi...	Active	Usin...	U...	7...	54 [2] Website Purcha...	95,636	1.33	126,811	$66.26 [2] Per Purchase	$3,578.00	Ongoing	0.75 [2]	
	TOF | TIER | ABO | Clearance Sale | Copy Testi...	Active	Usin...	U...	7...	35 [2] Website Purcha...	50,146	1.38	69,117	$49.44 [2] Per Purchase	$1,730.37	Ongoing	1.15 [2]	
	TOF | TIER | ABO | Clearance Sale | Copy Testi...	Active	Usin...	U...	7...	19 [2] Website Purcha...	42,688	1.38	58,775	$80.33 [2] Per Purchase	$1,526.31	Ongoing	1.48 [2]	
	TOF | TIER | ABO | Clearance Sale | Copy Testi...	Active	Usin...	U...	7...	117 [2] Website Purcha...	94,152	1.58	148,550	$44.64 [2] Per Purchase	$5,222.31	Ongoing	1.25 [2]	
	TOF | TIER | ABO | Best Sellers | Copy Testing 3	Active	Usin...	U...	7...	10 [2] Website Purcha...	24,210	1.20	29,025	$68.11 [2] Per Purchase	$681.11	Ongoing	0.79 [2]	
	TOF | TIER | ABO | Best Sellers | Copy Testing 2	Active	Usin...	U...	7...	13 [2] Website Purcha...	35,205	1.23	43,168	$63.89 [2] Per Purchase	$830.58	Ongoing	1.38 [2]	
	TOF | TIER | ABO | Best Sellers | Mix Testing	Active	Usin...	U...	7...	56 [2] Website Purcha...	69,364	1.39	96,622	$88.06 [2] Per Purchase	$4,931.14	Ongoing	0.73 [2]	
	MOF | WW | CBO | Evergreen	Active	Low...	$... D...	7...	140 [2] Website Purcha...	97,890	3.31	323,762	$50.31 [2] Per Purchase	$7,044.01	Ongoing	1.64 [2]	
	TOF | US | ABO | Evergreen | Audience Testing	Active	Usin...	U...	7...	85 [2] Website Purcha...	79,452	1.41	111,927	$43.13 [2] Per Purchase	$3,666.42	Ongoing	2.03 [2]	
	BOF | WW | Catalogue Sale | CBO | Clearance ...	Ad set of	Low...	$... D...	7...	– Website Purchase	54	2.78	150	– Per Purchase	$31.72	Ongoing	–	
	Results from 32 campaigns				M...	– Multiple conversions	552,833 People	2.29 Per Person	1,265,358 Total	– Multiple conversions	$37,820.87 Total Spent		– Average	

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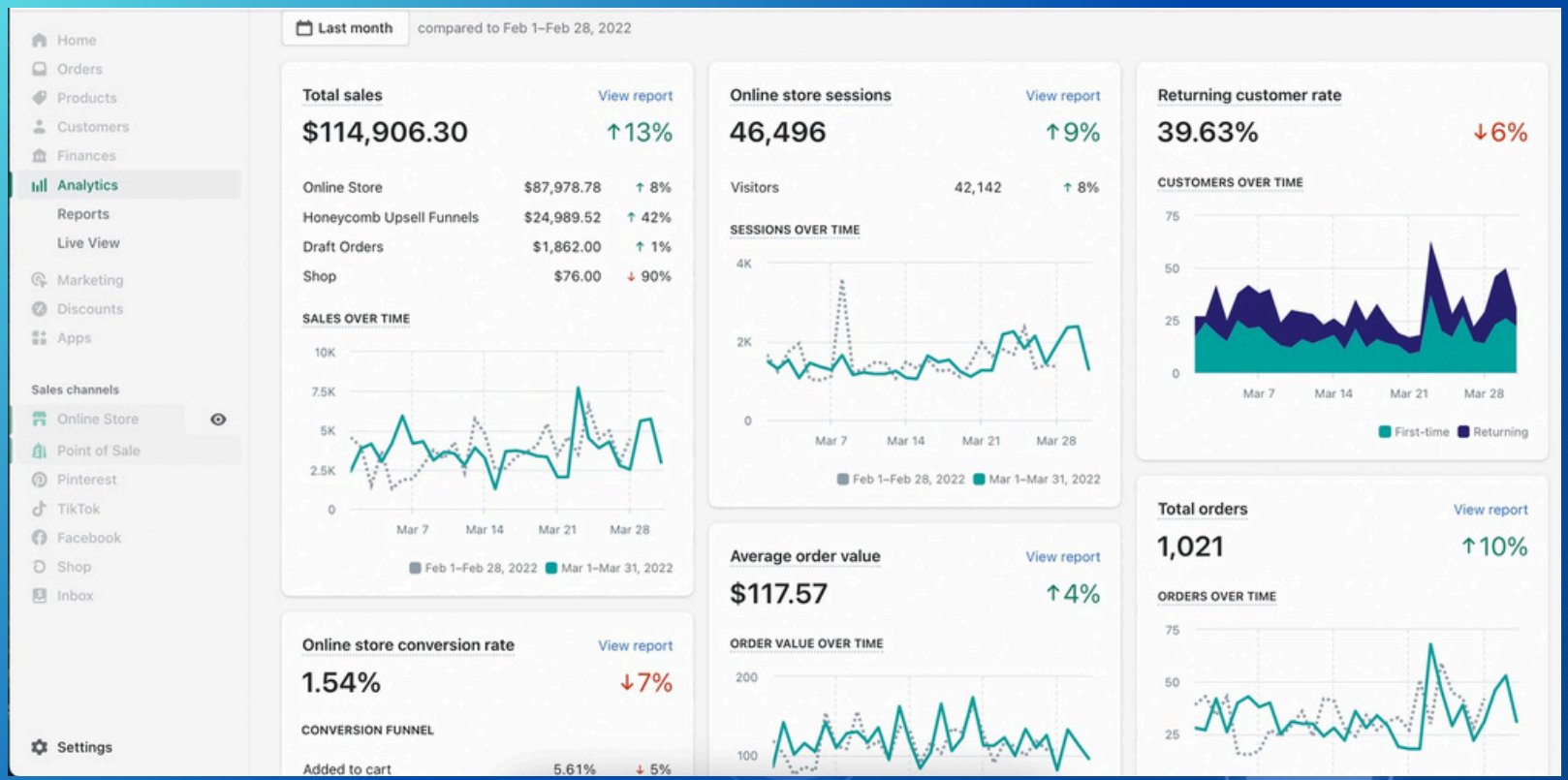
Shopify Store Insights



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