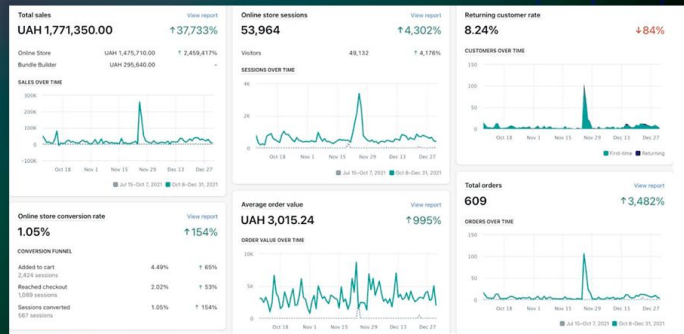


# FROM ZERO TO 1.8M IN 85 DAYS



**BRANCH:** E-COMMERCE

**NICHE:** CLOTHING BRAND

**AUDIENCE:** WOMEN, MEN, UKRAINE

**THE AVERAGE COST OF THE ORDER:** \$ 112/2999 UAH

**ROAS: 5**

## PROBLEM:

This clothing brand had its own Tilda store and a large Instagram audience, which did not bring good sales through Facebook advertising. Paid FB ads have never been adequately tested before, so FB Ads was not the main sales channel. There were also problems with tracking data on the Tilda platform, which affected the optimization of Facebook advertising

*Client wanted to scale with paid advertising and increase the customer's LTV.*

### **We have proposed a solution:**

1. Create and configure Facebook campaigns.
2. Develop multi-level retargeting to get the most out of your existing website visitors.
3. Run cross-selling campaigns to increase customer's LTV.
4. After a successful hypothesis test, they planned to switch to the Shopify platform

[See the results](#)



Дата	Просмотры	Сессии	Посетители	Заявки	Конверсия (%)
Январь 2022 г.	0	0	0	100% / 0%	0
Декабрь 2021 г.	1	1	1	0% / 100%	0
Ноябрь 2021 г.	4	4	3	25% / 75%	0
Октябрь 2021 г.	9137	3106	2756	8% / 92%	92
Сентябрь 2021 г.	36590	12432	10983	5% / 95%	447
Август 2021 г.	20790	7265	6205	10% / 90%	168
Июль 2021 г.	42334	12692	10299	7% / 93%	266
Июнь 2021 г.	19717	7226	6017	19% / 81%	80
Май 2021 г.	25640	9468	8447	6% / 94%	92
Апрель 2021 г.	26518	8388	6689	12% / 88%	159
Март 2021 г.	30239	9930	8016	12% / 88%	208
Февраль 2021 г.	17996	6444	5576	15% / 85%	116
<b>Всего</b>	<b>228966</b>	<b>76956</b>	<b>64992</b>	<b>10% / 90%</b>	<b>1628</b>

In the end, it allowed us to achieve 5X ROAS.

Campaign name	Cost per percent view	Checkouts initiated	Checkouts initiated conversion...	Cost per checkout initiated	Purchase ROAS (return on...	Purchases	Purchases conversion value	Cost per purchase	Amount spent
MOF   A.	\$0.08	60	\$3,813.86	\$3.06	13.22	29	\$2,425.80	\$6.33	\$183.56
MOF   C.	\$0.13	64	\$3,852.89	\$2.54	12.43	32	\$2,020.89	\$5.08	\$162.60
MOF   A.	\$0.15	132	\$12,686.22	\$4.81	10.47	59	\$5,640.38	\$9.13	\$538.85
MOF   A.	\$0.22	102	\$15,795.49	\$5.16	9.12	48	\$5,039.19	\$11.81	\$552.58
TOP   P.	\$0.16	173	\$16,560.46	\$13.58	3.87	90	\$9,078.05	\$26.09	\$2,348.51
MOF   C.	\$0.22	99	\$10,215.87	\$15.73	3.70	49	\$5,788.05	\$31.79	\$1,557.76
DPA   V.	\$0.15	15	\$1,142.55	\$4.10	1.72	2	\$105.87	\$98.26	\$61.51
MOF   C.	\$0.25	31	\$2,442.45	\$17.53	1.63	10	\$883.15	\$54.34	\$543.43
TOP   C.	\$0.18	99	\$6,990.46	1/8	1.51	10	\$861.54	\$57.24	\$572.44
<b>Results from 13 ca</b>	<b>\$0.18</b>	<b>787</b>	<b>\$74,277.09</b>	<b>\$9.72</b>	<b>4.65</b>	<b>324</b>	<b>\$1,915.59</b>	<b>\$20.54</b>	<b>\$6,859.72</b>



## WHAT DID OUR PROCESS LOOK LIKE AFTER SWITCHING TO SHOPIFY:

### STEP 1. SETTINGS

We made sure that the tracking system was organized on the platforms we used - Facebook and Shopify. We've also created a product catalog, synced it with Shopify, and set up events and our own audiences in our ads account.



### STEP 2. LAUNCH THE MOST POPULAR PRODUCTS.

Direct conversion campaigns to the best-selling products pages by testing various optimization events, such as Purchase, Add to Cart, View Content.

### STEP 3. RETARGETING SETTINGS

We focused on the Instagram audience, which interacted with the client's brand. In addition, we have developed multi-layered retargeting campaigns to bring back our best audience.

Campaign name	Cost per content view	Checkouts Initiated	Checkouts Initiated conversion...	Cost per checkout initiated	Purchase ROAS (return on...)	Purchases	Purchases conversion value	Cost per purchase	Amount spent
MOF   A...	\$0.08	60	\$3,813.86	\$3.06	13.22	29	\$2,425.80	\$6.33	\$183.56
MOF   C...	\$0.13	64	\$3,852.89	\$2.54	12.43	32	\$2,020.89	\$5.08	\$162.60
MOF   A...	\$0.15	112	\$12,686.22	\$4.81	10.47	59	\$5,640.58	\$9.13	\$538.85
MOF   A...	\$0.22	107	\$15,795.49	\$5.16	9.12	48	\$5,039.10	\$11.51	\$552.58
MOF   C...	\$0.22	99	\$10,215.87	\$15.73	3.70	49	\$5,758.05	\$31.79	\$1,557.76
<b>Results from 5 cam</b>	<b>\$0.18</b>	<b>442</b>	<b>\$46,364.32</b>	<b>\$6.78</b>	<b>6.97</b>	<b>117</b>	<b>\$20,884.41</b>	<b>\$13.80</b>	<b>\$2,995.35</b>
	Per Action	Total	Total	Per Action	Average	Total	Total	Per Action	Total Spent

## *Our services included:*

- Website audit and optimization
- Facebook funnel strategy and construction: TOF | MOF | BOF
- Set up and run a Facebook campaign
- Campaign management (optimization and scaling)
- Transfer the site to the Shopify platform

*To discuss the details of possible cooperation,  
please contact us in Direct.*