

CLOTHING BRAND - \$112,530.00 FOR THE 4TH QUARTER OF 2021

Ad set	Impressions	Clicks	CTR	Conversions	Cost	ROAS
Ad set 1	796	1,274	0.32	227	\$1,071.4	14.59
Ad set 2	296	1,224	0.91	144	\$1,081.4	10.05
Ad set 3	309	0.35	\$4.63	116	\$4.35	6.14
Ad set 4	3,038	0.85	\$0.31	332	\$2.79	5.91
Ad set 5	534	0.93	\$1.82	224	\$3.13	3.33
Ad set 6	525	0.48	\$0.29	11	\$4.53	1.34
Total	7,207	9,607	0.53	2,038	\$1,993.4	6.34

BRANCH: E-COMMERCE

NICHE: CLOTHING BRAND

AUDIENCE: MEN, UKRAINE, USA

THE AVERAGE ORDER PRICE: \$ 216 - US. 1950 UAH - UKR

ROAS: 6.34

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 LTV CUSTOMERS.
4. RUN COLD ADVERTISING CAMPAIGNS TO ATTRACT A NEW TARGET AUDIENCE.



WHAT OUR WORK PROCESS LOOKED LIKE:

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 1. 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 audience that interacted with the client's brand. In addition, we have developed multi-layered retargeting campaigns to bring back our best audience.

What did we get?
See the next slide



Off / On	Campaign name	Amount spent	CPM (cost per 1,000 impressions)	Results	Cost per result	Frequency	Link clicks	CTR (link click-through rate)	CPC (cost per link click)	
	MOF ...	\$254.07	\$4.06	Website Purcha... Per Purchase	\$16.94 ^{III}	15 ^{III}	2.81	796	1.27%	\$0.32
	BOF A.L.	\$270.52	\$11.15	Website Purcha... Per Purchase	\$27.05 ^{III}	10 ^{III}	21.68	296	1.22%	\$0.91
	TOF C.L.	\$504.64	\$16.00	Website Purcha... Per Purchase	\$38.82 ^{III}	13 ^{III}	1.83	109	0.35%	\$4.63
	MOF ...	\$951.82	\$2.67	Website Purcha... Per Purchase	\$32.82 ^{III}	29 ^{III}	7.02	3,038	0.85%	\$0.31
	TOF C.L.	\$1,008.21	\$9.17	Website Purcha... Per Purchase	\$56.01 ^{III}	18 ^{III}	2.34	554	0.50%	\$1.82
	TOF L.L.	\$49.81	\$0.64	Website Purcha... Per Purchase	\$49.81 ^{III}	1 ^{III}	1.19	525	0.68%	\$0.09
	Results fro	\$4,038.22								
		Total Spent								

Off / On	Campaign name	Cost per add to cart	Checkouts initiated	Checkouts initiated conversion...	Cost per checkout initiated	Purchase ROAS (return on ad spend)	Purchases	Purchases conversion value	Cost per purchase
	MOF ...	\$0.29 ^{II-4}	159 ^{II-4}	\$27,532.86 ^{III}	\$1.23 ^{II-4}	31.88 ^{III}	36 ^{II-4}	\$6,349.62 ^{II-4}	\$5.53 ^{II-4}
	MOF ...	\$1.07 ^{II-4}	73 ^{II-4}	\$9,754.53 ^{III}	\$3.48 ^{II-4}	14.59 ^{III}	15 ^{II-4}	\$3,707.05 ^{II-4}	\$16.94 ^{II-4}
	BOF A.L.	\$1.88 ^{II-4}	33 ^{II-4}	\$6,751.06 ^{III}	\$8.20 ^{II-4}	10.05 ^{III}	10 ^{II-4}	\$2,719.58 ^{II-4}	\$27.05 ^{II-4}
	TOF C.L.	\$4.35 ^{II-4}	34 ^{II-4}	\$8,007.00 ^{III}	\$14.84 ^{II-4}	6.14 ^{III}	13 ^{II-4}	\$3,097.20 ^{II-4}	\$38.82 ^{II-4}
	MOF ...	\$2.70 ^{II-4}	104 ^{II-4}	\$16,216.81 ^{III}	\$9.15 ^{II-4}	5.91 ^{III}	29 ^{II-4}	\$5,622.07 ^{II-4}	\$32.82 ^{II-4}
	TOF C.L.	\$3.11 ^{II-4}	76 ^{II-4}	\$18,823.00 ^{III}	\$13.22 ^{II-4}	3.33 ^{III}	18 ^{II-4}	\$3,357.00 ^{II-4}	\$56.01 ^{II-4}
	TOF L.L.	\$6.53 ^{II-4}	7 ^{II-4}	\$749.19 ^{III}	\$7.12 ^{II-4}	1.59 ^{III}	1 ^{II-4}	\$99.19 ^{II-4}	\$49.81 ^{II-4}
	Results fro	\$1.98^{II-4}	547^{II-4}	\$94,182.39^{III}	\$7.38^{II-4}	6.34^{III}	132^{II-4}	\$15,061.4^{II-4}	\$30.59^{II-4}
		Per Action	Total	Total	Per Action	Average	Total	Total	Per Action



**AFTER UPDATING IOS 14.5+,
MOST USERS BECAME INVISIBLE
TO ADVERTISERS,
AND EVENT TRACKING STATISTICS
ARE SHOWN BELOW.**

Summary: 14 selected Campaigns | Search names or filters like 'Active' | Oct 1, 2021 - Dec 31, 2021

Cam name	Impressions	CTR (clicks/clicks)	CPC (cost per click)	Adds to cart	Cost per add to cart	Checkouts initiated	Checkouts initiated conversion	Cost per checkout initiated	Purchase ROAS (return on ad spend)	Purchases	Purchases conversion value	Cost per purchase
MO...	796	1.27%	\$0.32	237	\$1.07	73	\$9,754.33	\$3.48	14.99	15	\$3,707.05	\$16.94
BO...	296	1.22%	\$0.91	144	\$1.88	33	\$6,751.06	\$8.20	10.05	10	\$2,719.58	\$27.05
TO...	109	0.35%	\$4.63	116	\$4.35	24	\$8,007.00	\$14.84	6.14	13	\$3,097.20	\$38.82
MO...	3,038	0.85%	\$0.31	352	\$2.70	104	\$16,216...	\$9.15	5.91	29	\$5,622.07	\$32.82
TO...	554	0.50%	\$1.82	324	\$3.11	76	\$18,823...	\$13.27	3.33	18	\$3,357.00	\$56.01
TO...	525	0.68%	\$0.09	11	\$4.53	7	\$749.19	\$7.12	1.99	1	\$99.19	\$49.81
Results	7,397	0.60%	\$0.55	2,038	\$1.58	547	\$94,182.39	\$7.28	6.24	132	\$25,615.06	\$30.59

2,038
Total

547
Total

132
Total



OUR SERVICES INCLUDED:



1. WEBSITE AUDIT AND OPTIMIZATION

**2. FACEBOOK FUNNEL STRATEGY AND
CONSTRUCTION: TOF | MOF | BOF**

3. SET UP AND RUN A FACEBOOK CAMPAIGN

**4. CAMPAIGN MANAGEMENT (OPTIMIZATION
AND SCALING)**

In the end, it allowed us to reach 6.3X ROAS and bring
the brand out of stagnation