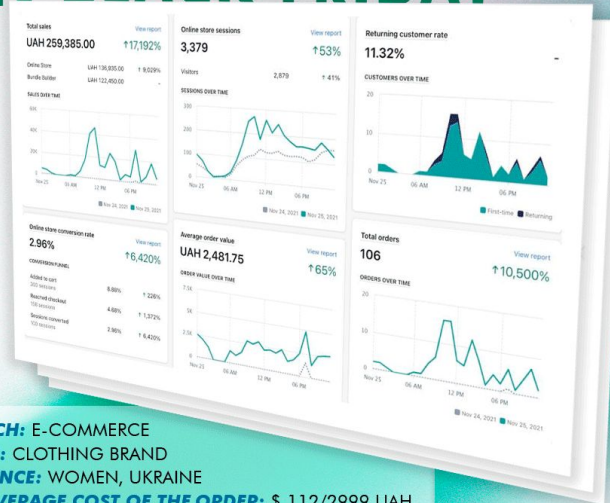


# FASHION BRAND SCALING UP TO 33X ROAS OR UAH 259,385.00 / \$ 9670.00 ON BLACK FRIDAY



**BRANCH:** E-COMMERCE  
**NICHE:** CLOTHING BRAND  
**AUDIENCE:** WOMEN, UKRAINE  
**THE AVERAGE COST OF THE ORDER:** \$ 112/2999 UAH  
**EVENT:** BLACK FRIDAY

## **Preparation:**

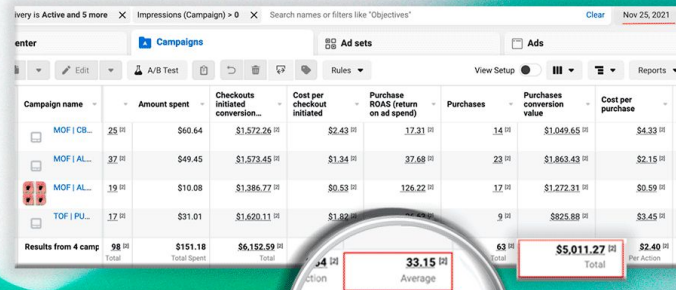
1. We prepared communication messages that included website banners, creatives and text copies.
2. Creatives were developed a few days before the emergency to inform the audience about the upcoming proposal.
3. As a result, on the offer day, we expected people to come from a variety of sources, including organic traffic, because they were already informed about our offer.

*Swipe to see the results.*



## Result:

1. Our social media audience, which interacted with the ads, was again notified about the offer through the middle funnel for a special audience.
2. With Google Analytics, we tracked those who returned on November 25 through organic search because they already knew about the offer.
3. This proposal has allowed us to accumulate new audiences that are now on pixel data.



The screenshot shows a Google Ads Performance report for the date Nov 25, 2021. The report is filtered by 'Campaigns' and 'Ad sets'. A magnifying glass is positioned over the 'Average' row, highlighting the 'Cost per action' value of 33.15. A pink arrow points to the right from the magnifying glass.

Campaign name	Amount spent	Checkouts initiated conversion...	Cost per checkout initiated	Purchase ROAS (return on ad spend)	Purchases	Purchases conversion value	Cost per purchase	
MOF   CB...	25 <sup>14</sup>	\$60.64	\$1,572.26 <sup>14</sup>	\$2.43 <sup>14</sup>	17.31 <sup>14</sup>	14 <sup>14</sup>	\$1,049.65 <sup>14</sup>	\$4.33 <sup>14</sup>
MOF   AL...	32 <sup>14</sup>	\$49.45	\$1,573.45 <sup>14</sup>	\$1.84 <sup>14</sup>	37.68 <sup>14</sup>	23 <sup>14</sup>	\$1,863.43 <sup>14</sup>	\$2.15 <sup>14</sup>
MOF   AL...	19 <sup>14</sup>	\$10.08	\$1,386.77 <sup>14</sup>	\$0.53 <sup>14</sup>	126.22 <sup>14</sup>	17 <sup>14</sup>	\$1,272.31 <sup>14</sup>	\$0.59 <sup>14</sup>
TOF   FU...	17 <sup>14</sup>	\$31.01	\$1,620.11 <sup>14</sup>	\$1.82 <sup>14</sup>	17.04 <sup>14</sup>	9 <sup>14</sup>	\$825.88 <sup>14</sup>	\$3.45 <sup>14</sup>
<b>Results from 4 camp</b>	<b>98<sup>14</sup></b>	<b>\$151.18</b>	<b>\$6,152.59<sup>14</sup></b>		<b>63<sup>14</sup></b>	<b>\$5,011.27<sup>14</sup></b>	<b>\$2.40<sup>14</sup></b>	
Total	Total Spent	Total	Total		Total	Total	Per Action	
					14 <sup>14</sup>	33.15 <sup>14</sup>	Average	

## ***Our services included:***

1. Website audit and optimization
2. Facebook funnel strategy
3. Set up and run a Facebook campaign
4. Campaign management (optimization and scaling)