

FASHION BRAND SCALING UP TO 38X OR \$ 11,400 ON WOMEN'S DAY

Campaigns: 4 selected X Search and filter Save Clear Mar 6, 2021

Resource Center Campaigns Ad Sets Ads

+ Create Duplicate Edit Ad's Test Rules View Settings Reports

Ca. Name	Impressions	Adds to Cart Click Attribution	Cost per Add to Cart Click Attribution	Checkouts Initiated Click Attribution	Purchases Click Attribution	Cost per Purchase Click Attribution	Purchase ROAS (Return on Ad Spend) Click Attribution	Purchases Conversion Value Click Attribution	Unique Checkouts Initiated Click Attribution
RET ...	202	80	\$0.80	26	7	\$6.82	50.24	\$2,490.00	21
DPA ...	188	48	\$0.43	13	5	\$4.10	64.31	\$1,740.00	8
TCF ...	34	13	\$2.32	3	1	\$30.22	11.91	\$360.00	3
TCF ...	31	11	\$2.90	3	1	\$27.90	12.00	\$350.00	2
Total	455	152	\$0.84	45	14	\$9.00	38.25	\$4,930.00	34

BRANCH: E-COMMERCE

NICHE: CLOTHING BRAND

AUDIENCE: WOMEN, USA, JAPAN, NORTH KOREA

THE AVERAGE ORDER PRICE: \$ 394.14

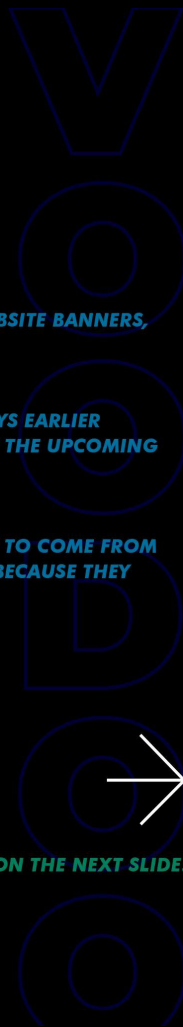
EVENT: WOMEN'S DAY - MARCH 8

ROAS: 8.97

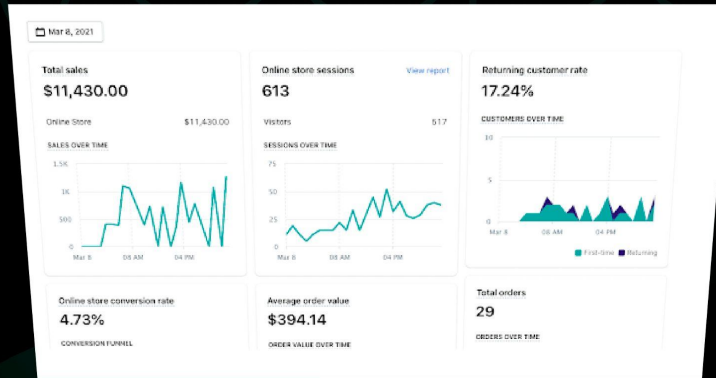
PREPARATION:

1. COMMUNICATION MESSAGES THAT INCLUDED WEBSITE BANNERS, CREATIVES AND TEXT COPIES,
2. DEVELOPED CREATIVES AND LAUNCHED A FEW DAYS EARLIER BEFORE MARCH 8 TO INFORM THE AUDIENCE ABOUT THE UPCOMING PROPOSAL,
3. ON THE DAY OF THE OFFER, WE EXPECTED PEOPLE TO COME FROM VARIOUS SOURCES, INCLUDING ORGANIC TRAFFIC, BECAUSE THEY WERE ALREADY INFORMED ABOUT OUR OFFER.

SEE HOW IT WORKED ON THE NEXT SLIDE.



RESULTS:



1. Our social media audience, which interacted with the ads, was again notified of the offer through the middle funnel for a special audience.

2. With Google Analytics, we tracked those who returned on March 8 through organic search because they already knew about the offer.

3. Due to different time zones, we received many requests to extend the offer for a few more hours, so the next day we continued to sell goods by e-mail.

4. This proposal has allowed us to accumulate new audiences that are now in pixel data.

5. As a result, we broke the deadlock by optimizing Facebook and Instagram advertising based on accurate metrics and data.

VOODOO

FAQ



WHAT WAS INCLUDED IN SERVICES?

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)

How to cooperate?



Write to main@adsvoodooecom.com and we will answer you!