



Case Study # 1 – What we learned spending \$55,000 on Facebook Ads in one month for one of our E-com clients!

A Netherland e-com brand, wanted to generate leads/conversions by offering the audience the first product of any range (electronic, fashion etc.) for free after receiving this first product the customer has to pay a monthly membership fee (which the customer knows and agrees beforehand of course) to get the best Deals each month for any Products he desires from electronic over to fashion! " The company worked with us to launch a multistage campaign with a combination of traditional image and video ads as well as carousel ads.

The campaign began with a cheeky series of carousel ads that featured tasteful pictures of "heavy hyped products (like Earpods, Fitness Equipment and much more)". The later ads were a more standard format that displayed an image or video of the Product itself with more information and a call to action.

When the first ads launched in second week of May 2021, they were targeted to female & male audiences in France. In week 4 of May, during the later stages of the campaign, the standard ads were retargeted to female & male who had previously interacted with the carousel or Standard ads. With this strategy, people who already showed interest would see more ads for the first free product offer. This could cause them to remember the offer and check out the Website again.

Results: By the time the promotion ended in June 2021, ads had a ROAS of 10.5. The company had also generated around 28,700 leads for its membership subscription model which is 25€ a month. And decreased the Ad spending by almost the half to the months before

Takeaways

This case study shows how a company successfully brought leads through our retargeting funnel. By targeting women & male in France for their first series of "Free First Product" ads, they gained attention from a broad audience. Then, by focusing their next round of ads on retargeting to People who'd already shown some type of interest in their membership model, they reminded those audiences of the offer which may have enabled those people to convert to leads or in other words conversions and customers.

Results

Ad Sets

Ads

1 Selected

Rules

View Setup

Columns: Custom

Breakdown

Reports

Cost per Result	Amount Spent	Ends	Link Clicks	Website Purchases	On-Facebook Purchases	Website Purchases Conversion...	Website Purchase ROAS (Return...
€1.85	€55,093.55		101,648	29,730		€577,540.14	10.50
Per Purchase	Total Spent		Total	Total	Total	Total	Average