



The Situation

A direct mail eCommerce business wanted to increase its online sales. Their business had grown well over the past two years without a strategic marketing plan in place. They were running Facebook and Instagram ads however, they weren't properly tracking leads, sales, and ROAS. They had no idea what was working and what wasn't within their ad account.

We were initially hired to do an audit of their business. We analyzed their website (site speed, mobile optimization, website conversion rate, sales history and data, website copy, and user experience) social presence, Google analytics data, email marketing campaigns, and their ad account history.

We identified several missing pieces to their marketing mix along with critical website issues with data tracking and reporting. Post business audit we were hired to strategize on, restructure, manage, and optimize their Facebook advertising campaigns and email marketing campaigns.

The Outcome

We created sophisticated email automations for nurturing leads, cross-promoting those who purchased, promoting their continuity programs, reclaiming abandoned carts, bring back old customers to buy again, and providing new customers with follow-ups regarding when to expect their order and how the process works.

We also fixed the tracking issue with their Facebook pixel so that going forward we could effectively track leads, add to carts, initiate checkouts, purchases, and ROAS. Through our efforts with Facebook advertising, we were able to increase their store revenue from \$2.5 million in 2018 (prior to working with us) to \$3.3 million in 2019. We average around a 50-60X ROAS for them month-to-month.



eCommerce Case Study – REI Direct Mail



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Account Overview Campaigns Ad Sets Ads

+ Create Duplicate Edit Rules View Setup Columns: Custom Breakdown Reports

	Campaign Name	Leads	Website Leads	Cost per Lead	Amount Spent	Purchases	Website Purchases	Cost per Purchase	Purchase ROAS (Return on Ad Spend)	Website Purchase ROAS
<input type="checkbox"/>	♥ PMBN BOF POSTCARD SALE	4	4	\$60.00	\$240.00	36	36	\$6.67	297.80	297.80
<input type="checkbox"/>	♥ PMBN BOF CONV - Dec Copy	—	—	—	\$280.62	7	7	\$40.09	274.64	274.64
<input type="checkbox"/>	♥ PMBN BOF DPA	—	—	—	\$589.33	23	23	\$25.62	78.94	78.94
<input type="checkbox"/>	♥ PMBN TOF POSTCARD SALE	—	—	—	\$560.00	21	21	\$26.67	72.52	72.52
<input type="checkbox"/>	♥ PMBN MOF CONVERSIONS	55	55	\$361.63	\$19,889.87	359	345	\$55.40	53.87	52.61
<input type="checkbox"/>	♥ PMBN TOF PPE - Dec Copy	—	—	—	\$399.57	3	3	\$133.19	33.67	33.67
Results from 75 campaigns		152 Total	152 Total	\$405.88 Per Action	\$61,693.51 Total Spent	722 Total	697 Total	\$85.45 Per Action	60.33 Average	59.66 Average

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Account Overview Campaigns Ad Sets Ads

+ Create Duplicate Edit Rules View Setup Columns: Custom Breakdown Reports

	Campaign Name	Leads	Amount Spent	Purchases	Website Purchases	Cost per Purchase	Purchases Conversion Value	Website Purchases Conversion	Purchase ROAS (Return on Ad Spend)	Website Purchase ROAS (Return)
<input type="checkbox"/>	♥ PMBN TOF CONVERSIONS JUNE19	—	\$1,569.34	32	32	\$49.04	\$181,359.61	\$181,359.61	115.56	115.56
<input type="checkbox"/>	♥ PMBN MOF CONVERSIONS	23	\$2,149.40	35	35	\$61.41	\$37,602.92	\$37,602.92	17.49	17.49
<input type="checkbox"/>	♥ PMBN BOF DPA	—	\$22.98	1	1	\$22.98	\$267.36	\$267.36	11.63	11.63
<input type="checkbox"/>	PMBN BOF CBO REACH	—	\$0.00	—	—	—	\$0.00	\$0.00	—	—
<input type="checkbox"/>	PMBN MOF CBO HOT7	—	\$0.00	—	—	—	\$0.00	\$0.00	—	—
<input type="checkbox"/>	PMBN TOF CBO AD TESTING LAL PHASE 2	—	\$0.00	—	—	—	\$0.00	\$0.00	—	—
<input type="checkbox"/>	PMBN TOF CBO TRAFFIC INTERESTS	—	\$0.00	—	—	—	\$0.00	\$0.00	—	—
<input type="checkbox"/>	PMBN TOF CBO CONVERSIONS PHASE 1	—	\$0.00	—	—	—	\$0.00	\$0.00	—	—
<input type="checkbox"/>	PMBN BOF CBO CONVERSIONS	—	\$0.00	—	—	—	\$0.00	\$0.00	—	—
Results from 75 campaigns		10 Leads	\$3,924.59 Total Spent	68 Total	68 Total	\$57.71 Per Action	\$219,229.89 Total	\$219,229.89 Total	55.86 Average	55.86 Average

Client Testimonial

“I can’t even believe how hard a hit we took when Facebook was down for us... It was very insightful as to how much traffic is being driven by FB for our sales. We now have that clear understanding.”

– McKinley C., Marketing Manager

