

eCommerce Case Study – Rodeo Apparel



The Situation

A client in the rodeo apparel space reached out to us because their ad campaigns started to tank after May of this year. They were barely getting about 1.3X return on ad spend and had been previously burned by another advertising agency.

We were brought on to strategize, setup, manage, and optimize their Facebook advertising. We also wrote a series of automated emails and transaction-based email sequences to recover abandoned carts, nurture leads, and cross-sell existing customers to extend LTV per new customer acquired.

The Outcome

We started working on their account on August 4th. With less than a full month of advertising, we doubled their website conversion rate, increased their overall ROAS (return on ad spend) to be 3.72X, and more than tripled their previous month's revenue.

The screenshot displays the Facebook Ads Manager interface for a campaign named 'PMBN'. The table below summarizes the performance of seven campaigns over the period from August 4, 2018, to August 31, 2018.

Campaign Name	Results	Cost per Result	Amount Spent	Website Leads	Cost per Website Lead	Website Adds to Cart	Website Checkouts Initiated	Website Purchases	Cost per Website Purchase	Website Purchases Conversion	Website Purchase ROAS
PMBN MOF Segmented Targets Conversions	326 Purchases	\$10.31 Per Purch...	\$3,360.46	913	\$3.68	1,015	627	326	\$10.31	\$11,763.05	3.50
PMBN BOF Catalog Sales Retargeting	94 Purchases	\$6.66 Per Purch...	\$625.78	48	\$13.04	227	146	94	\$6.66	\$3,625.18	5.79
PMBN MOF "oldies but goodies" Conversions	24 Purchases	\$13.88 Per Purch...	\$333.20	98	\$3.40	72	45	24	\$13.88	\$936.96	2.81
PMBN BOF Engagement Retargeting	2,862 Post Eng...	\$0.05 Per Post ...	\$138.16	17	\$8.13	26	13	10	\$13.82	\$355.31	2.57
PMBN BOF Conversions Videos Retargeting	2 Purchases	\$24.63 Per Purch...	\$49.25	5	\$9.85	5	4	2	\$24.63	\$99.97	2.03
PMBN TOF Engagement Creatives Testing	302 Post Eng...	\$0.03 Per Post ...	\$10.02	4	\$2.51	2	2	—	—	\$0.00	—
PMBN CREATIVES ONLY DO NOT TURN ON	— Purchase	— Per Purch...	\$0.00	—	—	—	—	—	—	\$0.00	—
Results from 7 campaigns			\$4,516.87 Total Spent	1,085 Total	\$4.16 Per Action	1,347 Total	837 Total	456 Total	\$9.91 Per Action	\$16,780.47 Total	3.72 Average



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Overview Activity

E-Commerce performance

Past 30 days

\$1,435.37

Revenue from MailChimp (30 days)

\$142.75

From Campaigns

\$1,292.62

From Automations

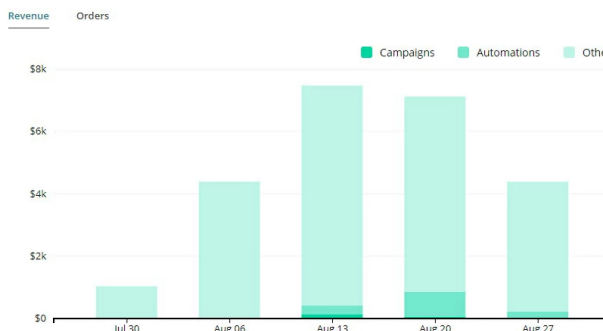
\$24,303.78

Total store revenue

566

Orders

View Reports



Jul 7 – Aug 3, 2018

Total sales

\$7,365.27

Online Store

\$6,890.42

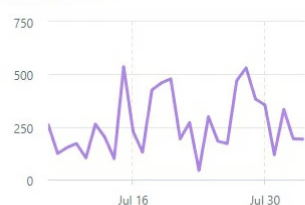
Facebook

\$253.85

Point of Sale

\$221.00

SALES OVER TIME



Total orders

163

ORDERS OVER TIME



Online store conversion rate

2.25%

CONVERSION FUNNEL

Added to cart	5.76%
376 sessions	
Reached checkout	3.06%
200 sessions	
Sessions converted	2.25%
147 sessions	

Sales by traffic source

Direct	\$2,844.84
Social	\$2,769.65
Search	\$1,575.16
Unknown	\$175.62

Aug 4 – Aug 31, 2018

compared to Jul 7 – Aug 3, 2018

Total sales

\$24,186.13

↑ 228%

Online Store

\$23,850.76 ↑ 246%

Facebook

\$335.37 ↑ 32%

SALES OVER TIME

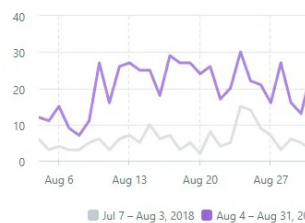


Total orders

568

↑ 248%

ORDERS OVER TIME



Online store conversion rate

4.83%

↑ 115%

CONVERSION FUNNEL

Added to cart	10.35%	↑ 80%
1,195 sessions		
Reached checkout	6.88%	↑ 125%
794 sessions		
Sessions converted	4.83%	↑ 115%
558 sessions		

Sales by traffic source

Social	\$15,593.78	↑ 463%
Direct	\$4,987.88	↑ 75%
Search	\$3,109.21	↑ 97%
Unknown	\$466.87	↑ 166%

