eCommerce Case Study – Fashion Accessories



The Situation

A fashion accessory eCommerce business wanted to increase their 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 yet they weren't profitable with them.

For the two months prior to hiring us they generated a CPA of around \$183AUD with an average ROAS of 0.56 (a negative return on ad spend).

We were brought on to strategize, setup, manage, and optimize their Facebook advertising. We quickly identified issues with their ad account. Lack of social proofing their ads and not doing enough split testing of audiences, ad types, creative, or copywriting. They weren't using enough varying ad creative and they weren't doing proper retargeting campaigns. Their goal within 3-months was to triple the amount of revenue generated through their website while achieving a 3X ROAS.

The Outcome

We created sophisticated and layered ad campaigns to lower their cost per acquisition and increase their ROAS. Through our efforts with Facebook advertising alone we were able to increase online sales volume, reduce their cost per acquisition and increase ROAS. Within the first month we generated a 1.1X ROAS and reduced their CPA by over \$100AUD.

By the end of the second month of working together, we generated a 2.33X ROAS, and reduced the average CPA by almost \$150AUD. By the end of the third month, We generated a 2.99X ROAS and lowered their CPA from \$183AUD down to only \$23.69AUD.

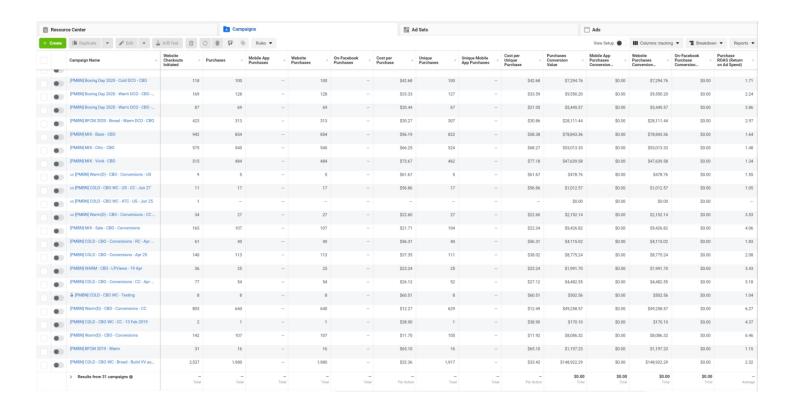
We met the client's initial goal of tripling their online revenue and reached their ROAS goal within that 3-month time frame.

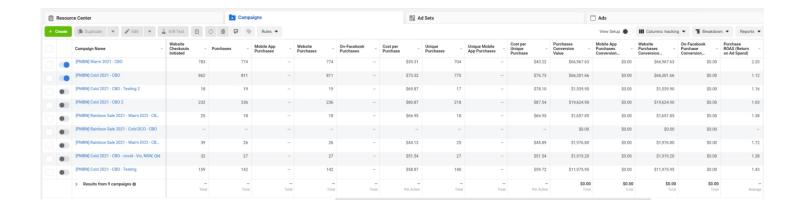
Over the past year, we've scaled their ad campaigns from a monthly budget of \$3,000/month to \$100,000/month. (During the pandemic, we scaled them from \$3k-\$30k per month ad spend, then over Q4 2020-Q1 2021 from \$50k-\$100k per month ad spend.)



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They made more revenue in one month than the entire previous year!



