



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.)



eCommerce Case Study – Fashion Accessories



Resource Center	Campaigns	Ad Sets	Ads											
Campaign Name	Website Checkouts Initiated	Purchases	Mobile App Purchases	Website Purchases	On-Facebook Purchases	Cost per Purchase	Unique Purchases	Unique Mobile App Purchases	Cost per Unique Purchase	Purchases Conversion Value	Mobile App Purchases Conversion...	Website Purchases Conversion...	On-Facebook Purchase Conversion...	Purchase ROAS (Return on Ad Spend)
[PMBN] Boxing Day 2020 - Cold DCO - CBO	118	100	—	100	—	\$42.68	100	—	\$42.68	\$7,294.76	\$0.00	\$7,294.76	\$0.00	1.71
[PMBN] Boxing Day 2020 - Warm DCO - CBO	169	128	—	128	—	\$33.33	127	—	\$33.59	\$9,550.20	\$0.00	\$9,550.20	\$0.00	2.24
[PMBN] Boxing Day 2020 - Warm DCO - CBO	87	69	—	69	—	\$20.44	67	—	\$21.05	\$5,445.57	\$0.00	\$5,445.57	\$0.00	3.86
[PMBN] BFCM 2020 - Broad - Warm DCO - CBO	423	313	—	313	—	\$30.27	307	—	\$30.86	\$28,111.44	\$0.00	\$28,111.44	\$0.00	2.97
[PMBN] MIX - Base - CBO	942	854	—	854	—	\$56.19	822	—	\$58.38	\$78,843.36	\$0.00	\$78,843.36	\$0.00	1.64
[PMBN] MIX - Chic - CBO	575	540	—	540	—	\$66.25	524	—	\$68.27	\$53,013.33	\$0.00	\$53,013.33	\$0.00	1.48
[PMBN] MIX - Vivid - CBO	515	484	—	484	—	\$73.67	462	—	\$77.18	\$47,639.58	\$0.00	\$47,639.58	\$0.00	1.34
us [PMBN] Warm(D) - CBO - Conversions - US	9	5	—	5	—	\$61.67	5	—	\$61.67	\$478.76	\$0.00	\$478.76	\$0.00	1.55
us [PMBN] COLD - CBO WC - US - CC - Jun 27	11	17	—	17	—	\$56.86	17	—	\$56.86	\$1,012.57	\$0.00	\$1,012.57	\$0.00	1.05
us [PMBN] COLD - CBO WC - ATC - US - Jun 25	1	—	—	—	—	—	—	—	—	\$0.00	\$0.00	\$0.00	\$0.00	—
us [PMBN] Warm(D) - CBO - Conversions - CC	34	27	—	27	—	\$22.60	27	—	\$22.60	\$2,152.14	\$0.00	\$2,152.14	\$0.00	3.53
[PMBN] MIX - Sale - CBO - Conversions	165	107	—	107	—	\$21.71	104	—	\$22.34	\$9,426.82	\$0.00	\$9,426.82	\$0.00	4.06
[PMBN] COLD - CBO - Conversions - RC - Apr	61	40	—	40	—	\$56.31	40	—	\$56.31	\$4,115.02	\$0.00	\$4,115.02	\$0.00	1.83
[PMBN] COLD - CBO - Conversions - Apr 25	140	113	—	113	—	\$37.35	111	—	\$38.02	\$8,775.24	\$0.00	\$8,775.24	\$0.00	2.08
[PMBN] WARM - CBO - LPViews - 19 Apr	36	25	—	25	—	\$23.24	25	—	\$23.24	\$1,991.70	\$0.00	\$1,991.70	\$0.00	3.43
[PMBN] COLD - CBO - Conversions - CC - Apr	77	54	—	54	—	\$26.12	52	—	\$27.12	\$4,482.55	\$0.00	\$4,482.55	\$0.00	3.18
[PMBN] COLD - CBO WC - Testing	8	8	—	8	—	\$60.51	8	—	\$60.51	\$502.56	\$0.00	\$502.56	\$0.00	1.04
[PMBN] Warm(D) - CBO - Conversions - CC	803	640	—	640	—	\$12.27	629	—	\$12.49	\$49,258.57	\$0.00	\$49,258.57	\$0.00	6.27
[PMBN] COLD - CBO WC - CC - 13 Feb 2019	2	1	—	1	—	\$38.90	1	—	\$38.90	\$170.10	\$0.00	\$170.10	\$0.00	4.37
[PMBN] Warm(D) - CBO - Conversions	142	107	—	107	—	\$11.70	105	—	\$11.92	\$8,086.32	\$0.00	\$8,086.32	\$0.00	6.46
[PMBN] BFCM 2019 - Warm	31	16	—	16	—	\$65.10	16	—	\$65.10	\$1,197.23	\$0.00	\$1,197.23	\$0.00	1.15
[PMBN] COLD - CBO WC - Broad - Build VW au...	2,537	1,980	—	1,980	—	\$32.36	1,917	—	\$33.42	\$148,922.29	\$0.00	\$148,922.29	\$0.00	2.32
Results from 31 campaigns	—	—	—	—	—	—	—	—	—	\$0.00	\$0.00	\$0.00	\$0.00	—
	Total	Total	Total	Total	Total	Per Action	Total	Total	Per Action	Total	Total	Total	Total	Average

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[PMBN] Warm 2021 - CBO	783	774	—	774	—	\$39.31	704	—	\$43.22	\$66,967.63	\$0.00	\$66,967.63	\$0.00	2.20
[PMBN] Cold 2021 - CBO	862	811	—	811	—	\$73.32	775	—	\$76.73	\$66,301.66	\$0.00	\$66,301.66	\$0.00	1.12
[PMBN] Cold 2021 - CBO - Testing 2	18	19	—	19	—	\$69.87	17	—	\$78.10	\$1,539.90	\$0.00	\$1,539.90	\$0.00	1.16
[PMBN] Cold 2021 - CBO 2	232	236	—	236	—	\$80.87	218	—	\$87.54	\$19,624.90	\$0.00	\$19,624.90	\$0.00	1.03
[PMBN] Rainbow Sale 2021 - Warm DCO - CB...	25	18	—	18	—	\$66.95	18	—	\$66.95	\$1,657.85	\$0.00	\$1,657.85	\$0.00	1.38
[PMBN] Rainbow Sale 2021 - Cold DCO - CBO	—	—	—	—	—	—	—	—	—	\$0.00	\$0.00	\$0.00	\$0.00	—
[PMBN] Rainbow Sale 2021 - Warm DCO - CB...	39	26	—	26	—	\$44.13	25	—	\$45.89	\$1,976.80	\$0.00	\$1,976.80	\$0.00	1.72
[PMBN] Cold 2021 - CBO - covid - Vic, NSW, Old	32	27	—	27	—	\$51.54	27	—	\$51.54	\$1,919.20	\$0.00	\$1,919.20	\$0.00	1.38
[PMBN] Cold 2021 - CBO - Testing	159	142	—	142	—	\$58.87	140	—	\$59.72	\$11,975.95	\$0.00	\$11,975.95	\$0.00	1.43
Results from 9 campaigns	—	—	—	—	—	—	—	—	—	\$0.00	\$0.00	\$0.00	\$0.00	—
	Total	Total	Total	Total	Total	Per Action	Total	Total	Per Action	Total	Total	Total	Total	Average





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

