

## The Situation

A women's fashion retailer wanted to increase their online sales presence. They had a physical location that was doing well and had decided to branch out to ecommerce. The only experience the client had with Facebook ads was boosted posts, which they weren't effectively tracking. The client's average order value was around \$100 and their margins above 60%.

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

Through our efforts with Facebook advertising alone, we were able to increase online sales, improve email campaign open rates and click-through rates, and increase social ad ROI. Several of our campaigns over the 9 month period generated CPAs of less than \$4, and one of our best performing campaigns generating CPAs of less than \$1.40! We spent less than \$62k in ads and the client saw revenue of over \$745k in online sales alone. Hundreds of people would see the ads and go into their physical location to purchase.

	Delivery 🕖 🔺	Results ()	Reach 🕖	Cost 🕖	Amount S
		Conversions		Per Conve	
]   Batwing   Existing Fans	Completed	8 Conversions	2,809	\$3.72 Per Conve	\$29.72
Play after Work   "St Frock"	Completed	17 Conversions	6,188	\$2.51 Per Conve	\$42.66
Play after Work   "Domayne A	Completed	5 Conversions	3,833	\$8.54 Per Conve	\$42.68
Play after Work   "Birdsnest"	Completed	11 Conversions	5,328	\$3.88 Per Conve	\$42.72
Play after Work   Friends of Fa	Completed	12 Conversions	5,038	\$3.56 Per Conve	\$42.74
Play after Work   Existing Fans	Completed	20 Conversions	4,119	\$2.14 Per Conve	\$42.75
d Casual   "Birdsnest"	Completed	327 Website Clicks	5,738	\$0.15 Per Websit	\$49.67
d Casual   Look a like 1%	Completed	290 Website Clicks	6,188	\$0.17 Per Websit	\$49.72
d Casual   Existing Fans	Completed	391 Website Clicks	5,234	\$0.13 Per Websit	\$49.65
Layer like a pro   "Birdsnest"	Completed	7 Conversions	2,899	\$2.53 Per Conve	\$17.71
Layer like a pro   Existing Fans	Completed	11 Conversions	2,823	\$1.61 Per Conve	\$17.73





## eCommerce Case Study – Women's Fashion



Results 🕜	Reach 🚯	Cost per Result 🔞	Budget 🚯	Amount Spent 🕜	Resul 🔞	Website P 🚯
1 Made a Purc	653	\$5.84 Per Made a Purchase	<b>\$10.00</b> Daily	\$5.84 of \$5.84	0.15%	\$67.90
1 Made a Purc	604	\$5.80 Per Made a Purchase	<b>\$10.00</b> Daily	\$5.80 of \$5.80	0.16%	\$264.80
1 Made a Purc	589	\$5.79 Per Made a Purchase	<b>\$10.00</b> Daily	\$5.79 of \$5.79	0.17%	\$169.90
6 Made a Purc	1,540	\$1.86 Per Made a Purchase	<b>\$10.00</b> Daily	\$11.17 of \$11.17	0.35%	\$363.95
8 Made a Purc	1,394	\$1.39 Per Made a Purchase	<b>\$10.00</b> Daily	\$11.13 of \$11.13	0.56%	\$684.00
17 Made a Purc	4,484 People	\$2.34 Per Made a Purchase		\$39.73 Total Spent	0.34% Average	<b>\$1,550.55</b> Total

+ Creat	e Campaign 👻 Edit Duplicate Campaigns C	reate Rule	More •									Columns: Custo	m <del>v</del> Breakdov	wn + Export	•
	Campaign Name	0	Amount 🔞	Ends 🔞	Result 🔞	Website 🔞	Website 🔞	Unique 🔞	CPC 🕲	Cost 🔞	Made a 🔞	Added I 🔞	Initiated 🔞	Made a 🔞	
	kaftans	).83 .r	\$1,126.68 of	Oct 8, 2017	0.08%	\$13,867.67	103	2,249	\$0.38	\$10.94	104	355	132	\$10,235.68	
	Dresses Crush	 #,	\$0.00	Ongoing		\$0.00		1771	575	-		-	573)	\$0.00	
	Full Catalog Dynamic Cross Sell	1.03 ase	\$7,661.44	Ongoing	0.21%	\$137,236.59	954	5,880	\$0.34	\$8.03	956	3,579	1,482	\$94,089.52	
	Page Likes Remarketing	Like	\$615.61	Ongoing	1.27%	\$3,286.66	21	-	-	\$29.38	21	80	46	\$2,066.82	
	Cool Weather	).59 ar	\$546.69 of \$	Oct 1, 2017	0.08%	\$7,555.82	57	1,157	\$0.38	\$9.59	57	156	75	\$5,609.94	
	Product Catalogue Sales - Broad Audience Targeting	3.16 ase	\$258.53	Ongoing	0.06%	\$3,139.21	16	1,059	\$0.18	\$16.16	16	49	23	\$1,574.72	
	Dressy Dresses	1.27 ur	\$256.51 of \$	Tomorrow	0.11%	\$4,074.81	31	1,134	\$0.18	\$8.28	31	86	30	\$3,051.02	
	General New		\$0.00 of \$30	Oct 8, 2017	-	\$0.00	-	-	-	-		-	-	\$0.00	
	Work wear	3.06 ar	\$365.81 of \$	Sep 17, 2017	0.08%	\$4,675.01	27	552	\$0.54	\$13.55	28	114	49	\$2,755.76	
	Winter Beach Holiday	).03 ar	\$1,443.89 of	Jul 17, 2017	0.08%	\$16,538.30	139	1,604	\$0.61	\$10.39	144	539	218	\$14,172.48	
	Black Dresses	1.35 ar	\$1,049.43 of	Jul 17, 2017	0.16%	\$11,048.47	75	630	\$1.02	\$13.99	85	387	198	\$8,365.70	
	Bright Dresses	'.90	\$521.47 of S	May 21, 2017	0.19%	\$3,385.76	18	745	\$0.52	\$28.97	66	277	86	\$6,495.72	



