



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



