Maximizing Return on Ad Spend (ROAS) on Facebook: 7X Return in Nine Weeks

STARTUP & MARKETING

The Client

An e-commerce store for kids' clothing and accessories needed to revamp its Facebook ads campaign due to some technical challenges, an unconnected product feed, and the absence of adequate data from previous campaigns.

ROAS Management

Overview

Client's Challenges

1. Connect the product feed for dynamic ads, creating essential data for retargeting and precise audience targeting.
2. Increase ROAS with low-profit margins to maximize returns while minimizing CPA.
3. Generate sales in a competitive market and overcome limited reach due to a low daily budget.
4. Target a specific audience – mothers with kids under 10 – adding more attributes to improve campaign precision.
5. Strive for sales without offering discounts due to tight profit margins.
6. Address high product costs by targeting an audience with purchasing power.

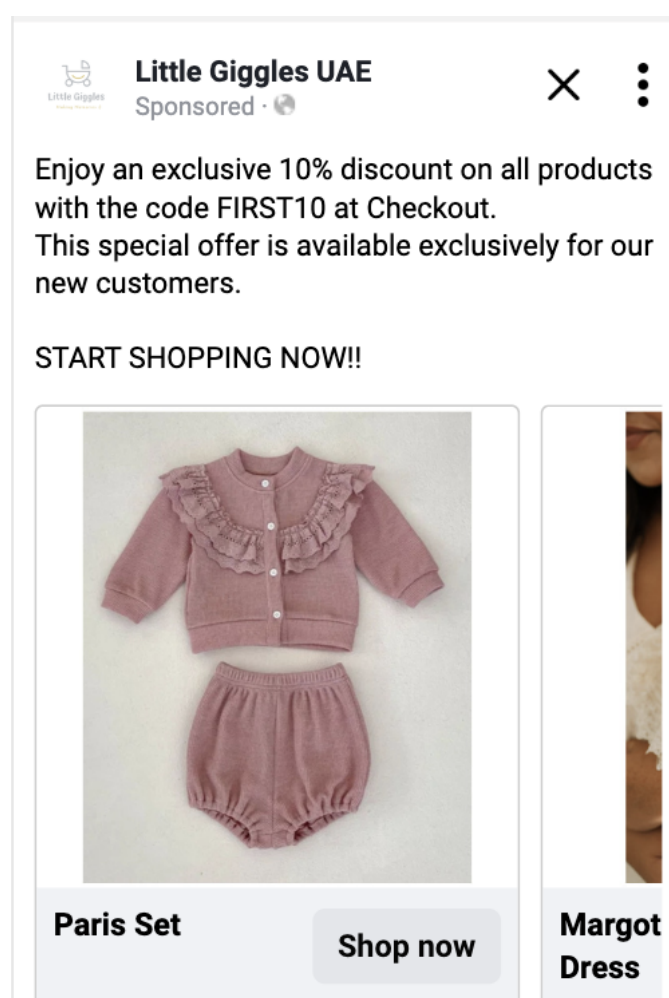### Our Approach

ROAS Strategy

1. Integrated Facebook pixels and connected the product feed for compliance with best practices.
2. Executed dynamic campaigns, refining the audience to meet the client's specific criteria.
3. Conducted spot analysis to target moms with kids under 10 and robust purchasing power.
4. Excluded irrelevant traffic, refining targeting to focus on the desired audience.
5. Enhanced ad creatives with interactive frames to capture user attention.
6. Analyzed the user journey, optimizing the ratio of "Add to Cart," checkout, and purchase events.
7. Identified high-performing products and collaborated on a new design to maximize appeal.

Results

From 7th Nov 2023 - 15th Jan 2024

- Spent: *$3,500*
- Sales: *294*
- CPA: *$11.7*
- CTR: *2.90%*
- ATC: *3037*
- Checkout: *680*
- Checkout Value: *$94,750*
- Purchase Value: *$23,150*
- ROAS: *7X*

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Enjoy an exclusive 10% discount on all products with the code FIRST10 at Checkout.
This special offer is available exclusively for our new customers.

START SHOPPING NOW!!

Paris Set   Shop now   Margot Dress

	Off/On	Campaign	Results	Cost per result	Amount spent	Adds to cart conversion value	Checkouts initiated conversion value	Purchases conversion value	
	●	██████████	245 [2] Website purchases	42.68ﺩ.ﺇ [2] Per purchase	10,456.59ﺩ.ﺇ	288,586.01ﺩ.ﺇ [2]	142,081.74ﺩ.ﺇ [2]	65,881.00ﺩ.ﺇ [2]	