



OUR RESULTS E-COMMERCE



OUR CLIENT



This case study is for an e-commerce store specializing in a specific product niche.

They had a great product and a good brand, but had not successfully ran ads.

We run ads on a month by month basis for them with varying budgets depending on the revenue generated.

We started off with a budget of \$10,000 per month, but upped it at the start of month 2.

The total revenue in the 45 days of this case study was \$80,000+.

OUR ADS

We setup ads like these ones with Facebook and Google PPC campaigns to find customers.



OUR TARGETING

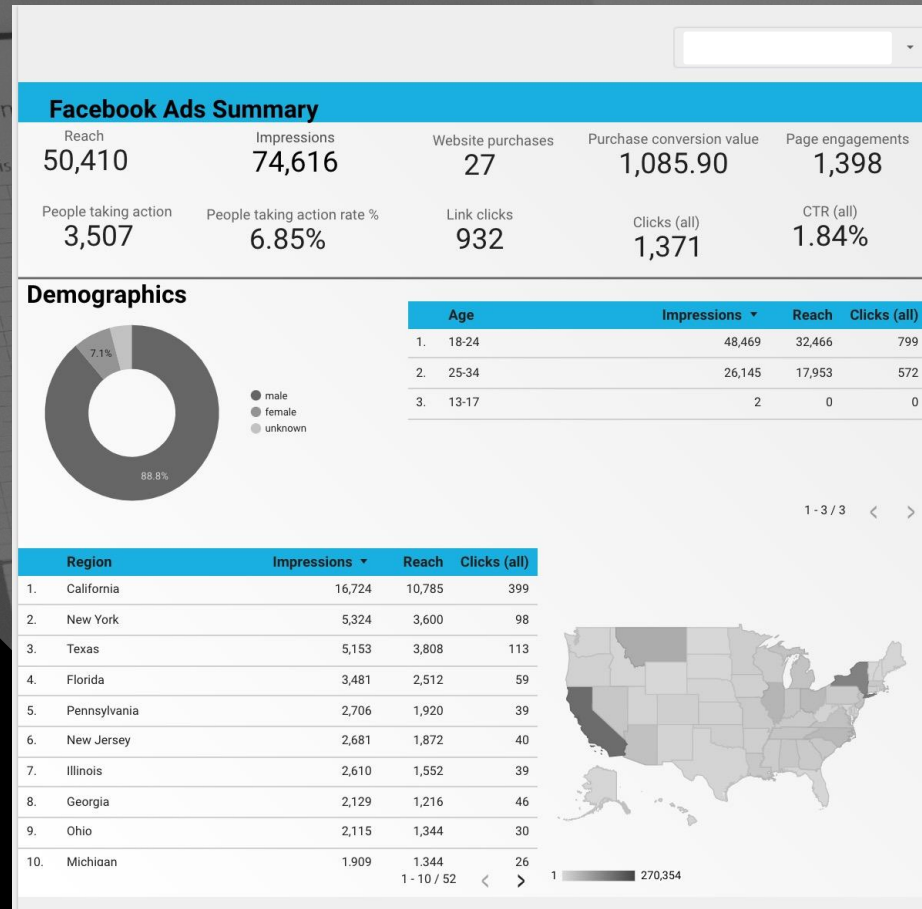
We use a blend of previous data, knowledge, and split testing, with industry best practices, to put our ads Infront of the people most likely to purchase your products.

When combined with a nice looking website that converts well, high quality graphics, good value, and a reputable brand, our ads lead to high sales levels.



LIVE REPORTING DASHBOARD

Included with our package is a live reporting dashboard to track your advertising metrics, including CTR, impressions, reach, audience demographics, and more.



SOME OF THE RESULTS

lets look at the

RESULTS

Search Filters: Add filters to narrow the data you are seeing.														
Campaigns Ad Sets Ads														
+ Create Duplicate Edit A/B Test View Setup Columns: Custom Breakdown Reports														
	Campaign	Budget	Amount Spent	Link Clicks	Leads	Cost per Lead	Adds to Cart	Website Purchases	Cost per Purchase	Results	Cost per Result	Reach	Impressions	Budget
	C	\$59.00 Daily	\$1,144.58	25,041	6,776	\$0.17	2,618	86	\$13.31	6,776 Leads	\$0.17 Per Lead	664,833	1,847,484	\$59.00
	C	\$300.00 Daily	\$577.89	10,144	2,619	\$0.22	746	20	\$28.89	2,619 Leads	\$0.22 Per Lead	541,570	959,014	\$300.00
	C	\$100.00 Daily	\$4,587.72	8,716	3,337	\$1.37	1,218	258	\$17.78	3,337 Leads	\$1.37 Per Lead	291,200	542,985	\$100.00
	C	Using ad...	\$1,434.76	4,967	869	\$1.65	274	110	\$13.04	4,454 Landing Pa...	\$0.32 Per Landing Page View	203,491	260,129	Using
	C	Using ad...	\$1,318.81	3,600	564	\$2.34	173	101	\$13.06	3,264 Landing Pa...	\$0.40 Per Landing Page View	165,827	201,764	Using
	T	Using ad...	\$480.55	2,226	304	\$1.58	104	39	\$12.32	2,226 Link Clicks	\$0.22 Per Link Click	92,946	145,434	Using
	B	Using ad...	\$1,204.75	2,127	813	\$1.48	287	74	\$16.28	813 Leads	\$1.48 Per Lead	108,991	138,364	Using
	C	Using ad...	\$730.47	2,389	397	\$1.84	124	44	\$16.60	2,143 Landing Pa...	\$0.34 Per Landing Page View	105,378	123,593	Using
	C	\$59.00 Daily	\$989.28	1,892	773	\$1.28	269	90	\$10.99	773 Leads	\$1.28 Per Lead	92,608	117,620	\$59.00
	C	Using ad...	\$680.45	2,250	372	\$1.83	111	37	\$18.39	2,003 Landing Pa...	\$0.34 Per Landing Page View	99,395	116,748	Using
	N	Using ad...	\$1,021.54	1,309	349	\$2.93	167	77	\$13.27	77 Purchases	\$13.27 Per Purchase	59,296	97,889	Using
	R		\$20,645.12 Total Spent	81,001 Total	22,605 Total	\$0.91 Per Action	7,818 Total	1,443 Total	\$14.31 Per Action			2,117,137 People	5,470,519 Total	

Adds to Cart	Website Purchases	Cost per Purchase ^
6	2	\$7.33
37	16	\$7.74
247	112	\$7.93
7	4	\$8.05
101	37	\$8.25
1,698 Total	701 Total	\$10.25 Per Action

We scaled this budget up quickly and were able to obtain sales for as low as \$7.33 on some campaigns with an average order value of \$55.

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RESULTS IN 45 DAYS

48
MILLION

Impressions
(people who
saw the ads)

81,000

People clicked
through or
engaged with
the ad

22,605

Total leads
generated
(emails for
marketing)

9%

Add to cart ratio

1,443

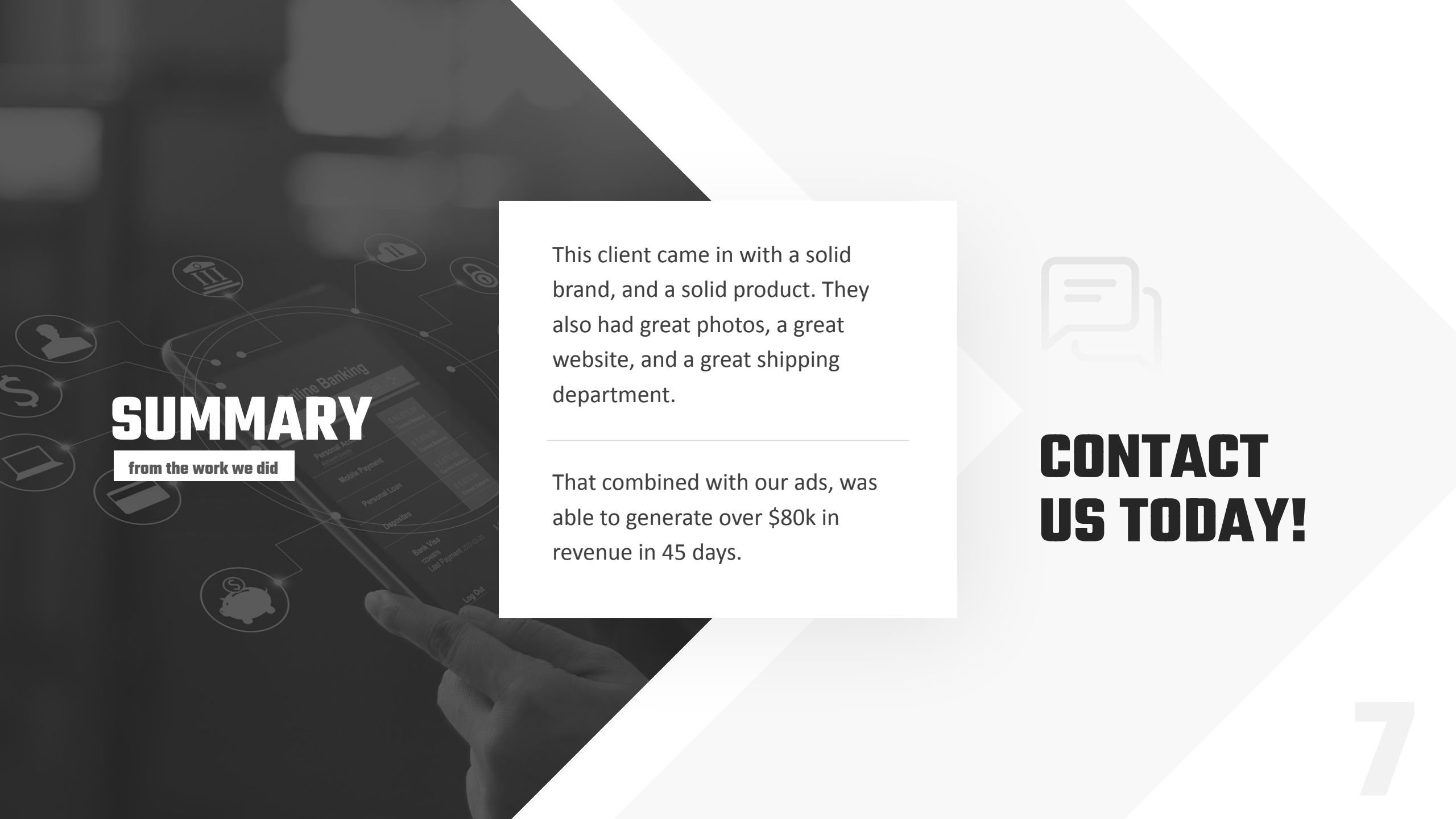
Sales

\$55

Avg. Cart value

\$25,000 IN COST
\$80,000 IN REVENUE
320% ROI

from the ads we ran



SUMMARY

from the work we did

This client came in with a solid brand, and a solid product. They also had great photos, a great website, and a great shipping department.

That combined with our ads, was able to generate over \$80k in revenue in 45 days.



**CONTACT
US TODAY!**