Case Study On Running

Facebook Ads For E-Commerce.

WE are lucky to be able to work with a lot of great companies, and it's even better when we get the chance to help them grow their businesses by selling more of their products and services.

           is an eco-friendly company that provides premium brand all-natural weight loss and health products to help people across the nation shed unwanted pounds and to live a healthier life.
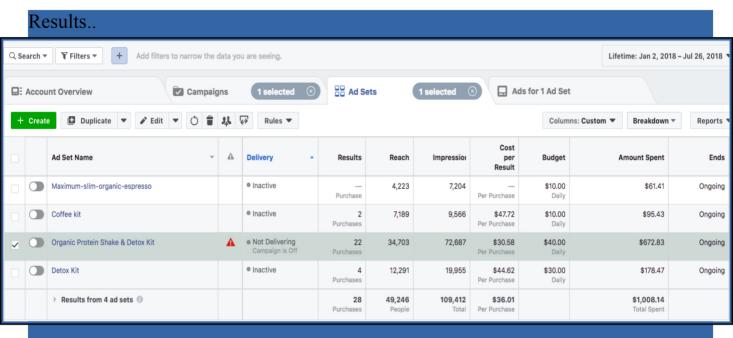

We had the privilege of managing   Facebook ads for his products, and the results were impressive to say the least!

Problems Earlier ~~was facing with~~ was facing with Facebook Ads.

Cost per result was higher with the less number of conversion (purchase).

Results..

	Ad Set Name	⚠	Delivery	Results	Reach	Impression	Cost per Result	Budget	Amount Spent	Ends
☐	Maximum-slim-organic-espresso		● Inactive	— Purchase	4,223	7,204	— Per Purchase	$10.00 Daily	$61.41	Ongoing
☐	Coffee kit		● Inactive	2 Purchases	7,189	9,566	$47.72 Per Purchase	$10.00 Daily	$95.43	Ongoing
☑	Organic Protein Shake & Detox Kit	⚠	● Not Delivering Campaign is Off	22 Purchases	34,703	72,687	$30.58 Per Purchase	$40.00 Daily	$672.83	Ongoing
☐	Detox Kit		● Inactive	4 Purchases	12,291	19,955	$44.62 Per Purchase	$30.00 Daily	$178.47	Ongoing
	▶ Results from 4 ad sets ⓘ			28 Purchases	49,246 People	109,412 Total	$36.01 Per Purchase		$1,008.14 Total Spent	

Search ▾ Filters ▾ + Add filters to narrow the data you are seeing. Lifetime: Jan 2, 2018 – Jul 26, 2018 ▾

Account Overview | Campaigns | 1 selected ⊗ | Ad Sets | 1 selected ⊗ | Ads for 1 Ad Set

+ Create Duplicate ▾ Edit ▾ 🗑 Rules ▾ Columns: Custom ▾ Breakdown ▾ Reports ▾

There Are Few Reason Below For Low Performance:

- Haven't Set The Right Campaign Objective

- Haven't Scaled Your Facebook Ad Correctly

- Targeting All Wrong Audience

- Ad Placement is Off the Mark

- Facebook Ad and Landing Page Don't Gel

- Ads are Not Attracting Attention

Solutions & Process to Improve Your Facebook Ad Performance For E-Commerce

1. Build a relevant audience base on Facebook with optimized targeting.

2. Run Facebook Carousel ads to launch a collective set of products.

3. Create custom audiences through testing and build look-alike audience by creating a seed audience of people who have purchased.

4. Integrate pixels for tracking behaviour of people on the E-Commerce site.

5. Scale Your Budget Based on Ad Performance

6. Monitor Ad Frequency to Manage Exposure

7. Narrow Delivery to the Right Audience

8. Select Proper Placement for Increased Reach

9. Make Sure the Facebook Pixel Is Properly Installed
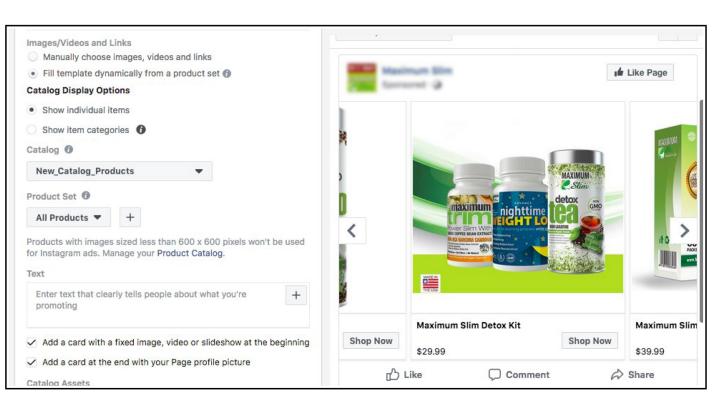
10. Inspect Your Audience Targeting

11. Customize Ad Results to Reveal the Metrics Most Relevant to Your Goal

Results...

Ad Set Name			Results	Reach	Impression	Cost per Result	Budget	Amount Spent	Ends	Schedule
Dynamic Ad			94 Purchases	116,455	193,845	$16.70 Per Purchase	$40.00 Daily	$1,570.21	Ongoing	May 25, 2018 – Ongoing
Green Coffee & Maximum Slim Organic Espresso			49 Purchases	63,893	130,490	$19.59 Per Purchase	$20.00 Daily	$959.83	Ongoing	May 24, 2018 – Ongoing
Detox Kit			75 Purchases	60,433	112,646	$19.25 Per Purchase	$40.00 Daily	$1,443.49	Ongoing	May 24, 2018 – Ongoing
Results from 3 ad sets			218 Purchases	202,973 People	436,981 Total	$18.23 Per Purchase		$3,973.53 Total Spent		

FINALLY! The ad objective which helped us to retarget people who have taken an action on client's website, & used broad audience targeting to reach relevant people who may not have visited client's website before and helped us to bring classy results for the Client.

Our New Favourite Facebook Ad Feature Dynamic Ads.

Set up Dynamic ads once, then let them work for you.

Facebook dynamic ads automatically promote products to people who have expressed interest on your website, in your app or elsewhere on the Internet. Simply upload your product catalogue and set up your campaign one time, and it will continue working for you for as long as you want – finding the right people for each product and always using up-to-date pricing and availability.

Results:

The campaigns have led to the sale of 775+ Products. The financial specifics shall remain undisclosed owing to company-client confidentiality.