

# 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.

The image is a screenshot of a Facebook advertisement for 'organic fat burning PROTEIN SHAKE'. At the top, there is a navigation bar with links for 'Shop', 'Shop Instagram', 'Privacy Policy', 'About Us', 'Influencer Program', 'Become An Affiliate', and 'Shipping & Returns', along with a shopping cart icon showing 0 items. The main visual features a couple in a gym setting. The woman is on the left, wearing a white sports bra and black leggings, holding a dumbbell. The man is on the right, shirtless and muscular, wearing blue shorts and holding a dumbbell. In the foreground, three white tubs of the protein shake are displayed. The central tub is labeled 'organic fat burning PROTEIN SHAKE' and 'CREAMY VANILLA BEAN FLAVOR'. Below the product name, it says '20g PROTEIN per serving'. To the right of the tubs is a 'SHOP NOW' button. A list of benefits is shown in a white box with a red border: Accelerated Weight Loss, Increased Metabolic Rate, Enhanced Mood, Sustained Energy, and Controlled Cravings. The background is a blurred gym with various exercise machines.

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 Facebook Ads.

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

Results..

	Ad Set Name	Delivery	Results	Reach	Impressio	Cost per Result	Budget	Amount Spent	Ends
<input type="checkbox"/>	Maximum-slim-organic-espresso	● Inactive	— Purchase	4,223	7,204	— Per Purchase	\$10.00 Daily	\$61.41	Ongoing
<input type="checkbox"/>	Coffee kit	● Inactive	2 Purchases	7,189	9,566	\$47.72 Per Purchase	\$10.00 Daily	\$95.43	Ongoing
<input checked="" type="checkbox"/>	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
<input type="checkbox"/>	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	

## 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...

The screenshot displays the Facebook Ads Manager interface. At the top, there are navigation tabs for 'Account Overview', 'Campaigns' (3 selected), 'Ad Sets' (1 selected), and 'Ads for 1 Ad Set'. Below the tabs is a toolbar with buttons for '+ Create', 'Duplicate', 'Edit', and 'Rules'. On the right, there are dropdown menus for 'Columns: Performance', 'Breakdown', and 'Reports'. The main table shows the following data:

	Ad Set Name	Results	Reach	Impressions	Cost per Result	Budget	Amount Spent	Ends	Schedule
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Dynamic Ad	94 Purchases	116,455	193,845	\$16.70 Per Purchase	\$40.00 Daily	\$1,570.21	Ongoing	May 25, 2018 - Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/> 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
<input type="checkbox"/>	<input checked="" type="checkbox"/> 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.**

The image shows the Facebook Ad Manager interface for setting up a dynamic ad. On the left, the 'Images/Videos and Links' section has 'Fill template dynamically from a product set' selected. Under 'Catalog Display Options', 'Show individual items' is selected. The 'Catalog' dropdown is set to 'New\_Catalog\_Products' and the 'Product Set' is 'All Products'. A text box is empty with a '+' icon. Two checkboxes are checked: 'Add a card with a fixed image, video or slideshow at the beginning' and 'Add a card at the end with your Page profile picture'. On the right, a preview of the ad shows three product bottles: 'maximum trim', 'nighttime WEIGHT LOSS', and 'detox tea'. Below the products, the ad title is 'Maximum Slim Detox Kit', the price is '\$29.99', and there are 'Shop Now' buttons. The ad also shows a 'Like Page' button, 'Like', 'Comment', and 'Share' interactions.

**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.

