

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.

██████████ has been a nationally recognized retailer of quality women's fashion for over 40 years. We have more than 160 retail stores located in 33 states and maintain an online presence through this website and on Facebook.

Welcome Back Fleece

Fireside Fleece Collection
everything you need for a day by the fireside!

\$5 FLAT RATE SHIPPING!
FREE RETURNS OVER \$50!

COMING SOON!
on the first autumn breeze!
Shop New Arrivals and never miss your new favorite thing

E-Mail Sign Up
Get exclusive deals you will not find anywhere else straight to your inbox!

Enter your email address

New Items!
New Fall Accessories!
Bring the bling to the Autumn sun!

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

Problems Earlier [redacted] was facing with Facebook Ads.

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

Results..

Ad Set Name	Results	Reach	Impressions	Cost per Result	Budget	Amount Spent	Ends	Schedule
8 Dec -looka like	— Purchase	1,124	2,292	— Per Purchase	\$30.00 Lifetime	\$30.00 of \$30.00	Dec 9, 2017	Dec 8, 2017 – Dec 9, 2017 2 days
8 Dec	1 Purchase	1,302	1,987	\$30.00 Per Purchase	\$30.00 Lifetime	\$30.00 of \$30.00	Dec 9, 2017	Dec 8, 2017 – Dec 9, 2017 2 days
7 Dec	2 Purchases	1,754	2,292	\$15.00 Per Purchase	\$30.00 Lifetime	\$30.00 of \$30.00	Dec 7, 2017	Dec 7, 2017 – Dec 7, 2017 12 hours
6 Dec	4 Purchases	2,038	2,684	\$7.50 Per Purchase	\$30.00 Lifetime	\$30.00 of \$30.00	Dec 6, 2017	Dec 6, 2017 – Dec 6, 2017 23 hours
3 Dec	2 Purchases	2,038	3,746	\$30.00 Per Purchase	\$60.00 Lifetime	\$60.00 of \$60.00	Dec 4, 2017	Dec 3, 2017 – Dec 4, 2017 2 days
2 Dec -	2 Purchases	1,245	1,937	\$15.00 Per Purchase	\$30.00 Lifetime	\$30.00 of \$30.00	Dec 2, 2017	Dec 2, 2017 – Dec 2, 2017 23 hours
1 Dec	2 Purchases	1,450	1,907	\$15.00 Per Purchase	\$30.00 Lifetime	\$29.99 of \$30.00	Dec 1, 2017	Dec 1, 2017 – Dec 1, 2017 23 hours

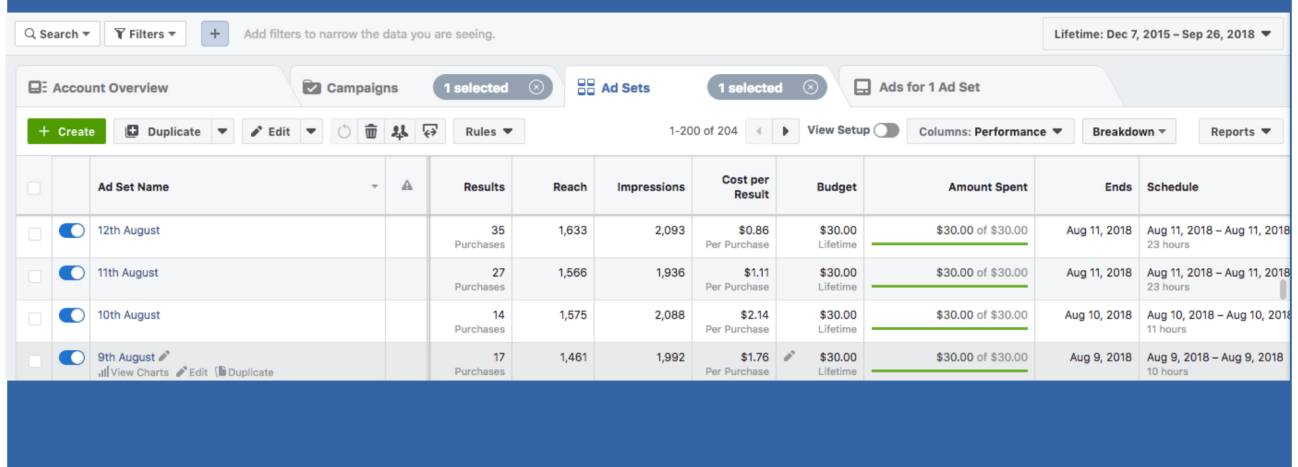
There Are Few Reason Below For Low Performance:

- 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 is a search bar and a filter icon. Below that, the navigation tabs include 'Account Overview', 'Campaigns' (1 selected), 'Ad Sets' (1 selected), and 'Ads for 1 Ad Set'. The main table shows the following data:

Ad Set Name	Results	Reach	Impressions	Cost per Result	Budget	Amount Spent	Ends	Schedule
12th August	35 Purchases	1,633	2,093	\$0.86 Per Purchase	\$30.00 Lifetime	\$30.00 of \$30.00	Aug 11, 2018	Aug 11, 2018 – Aug 11, 2018 23 hours
11th August	27 Purchases	1,566	1,936	\$1.11 Per Purchase	\$30.00 Lifetime	\$30.00 of \$30.00	Aug 11, 2018	Aug 11, 2018 – Aug 11, 2018 23 hours
10th August	14 Purchases	1,575	2,088	\$2.14 Per Purchase	\$30.00 Lifetime	\$30.00 of \$30.00	Aug 10, 2018	Aug 10, 2018 – Aug 10, 2018 11 hours
9th August	17 Purchases	1,461	1,992	\$1.76 Per Purchase	\$30.00 Lifetime	\$30.00 of \$30.00	Aug 9, 2018	Aug 9, 2018 – Aug 9, 2018 10 hours

Results:

The campaigns have led to the sale of 2284+ Products. The financial specifics shall remain undisclosed owing to company-client confidentiality.

