



DIY Renovation Products

Revenue 315% increase, ROAS x11

ABOUT

The client is an e-commerce store, specializing in fast, simple, and inexpensive home remodeling. Their mission is to make home improvement easier so that anyone can create their dream home, regardless of their budget or situation!

ADVERTISEMENT GOALS

1. Increase Online Sales
2. Increase revenue, while keeping a positive ROAS (8+)

BEFORE

At the beginning of our collaboration, the client struggled with their sales volume despite good ROAS. We analyzed the ad account performance and quickly found that the content is high-quality, but there was a lack of structure within the campaigns: separate campaigns were used for each promoted engagement post.



Facebook Ads BEFORE (May 2018 - April 2019)

ROAS: 9
Amount Spent: kr 450,000
Revenue: kr 4,050,000

AFTER

First of all, we applied our own “FB scaling model” integrating conversion and catalog campaigns. Then, we started to collect the audience that engaged with the website or both with Instagram and Facebook pages.



Facebook Ads AFTER (May 2019 - Present)

ROAS: 11
Amount Spent: kr 1,200,000
Revenue: kr 13,200,000

All Traffic ✓

SAVE EXPORT SHARE EDIT INSIGHTS

All Users
100.00% Users

+ Add Segment

May 1, 2018 - Aug 31, 2020

Explorer

Summary Site Usage Goal Set 1 Ecommerce

Transactions vs. Revenue

Day Week Month

● Transactions ● Revenue



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

advanced [Grid] [Pie] [Bar] [Line] [Table]

Source / Medium	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	1,088,566 % of Total: 100.00% (1,088,566)	1,111,690 % of Total: 100.25% (1,108,880)	2,198,222 % of Total: 100.00% (2,198,222)	19.44% Avg for View: 19.44% (0.00%)	8.15 Avg for View: 8.15 (0.00%)	00:03:20 Avg for View: 00:03:20 (0.00%)	3.43% Avg for View: 3.43% (0.00%)	75,321 % of Total: 100.00% (75,321)	NOK 41,944,362.34 % of Total: 100.00% (NOK 41,944,362.34)

Facebook Ads



Remarketing

Using a narrow time-frame we always targeted the hottest customers in the funnel, and the Conversion type of campaign performed extremely well



Catalog Products

There are different product categories on the website, and we separated products into groups that were later used in the ad set. This way, we could focus on specific products as required



Evergreen & Sale Ads

This way we have been collecting the audience that engages with regular types of ads. Also, a push with a higher budget on the sale conversion campaign is possible, as required.

Facebook Ads



4

Audience A/B tests

Having tested different audience combinations in the Catalog Sales campaign, we learned that the 14-day “Added to cart, but did not purchase” ad set delivers the best results



5

Boost Organic Posts

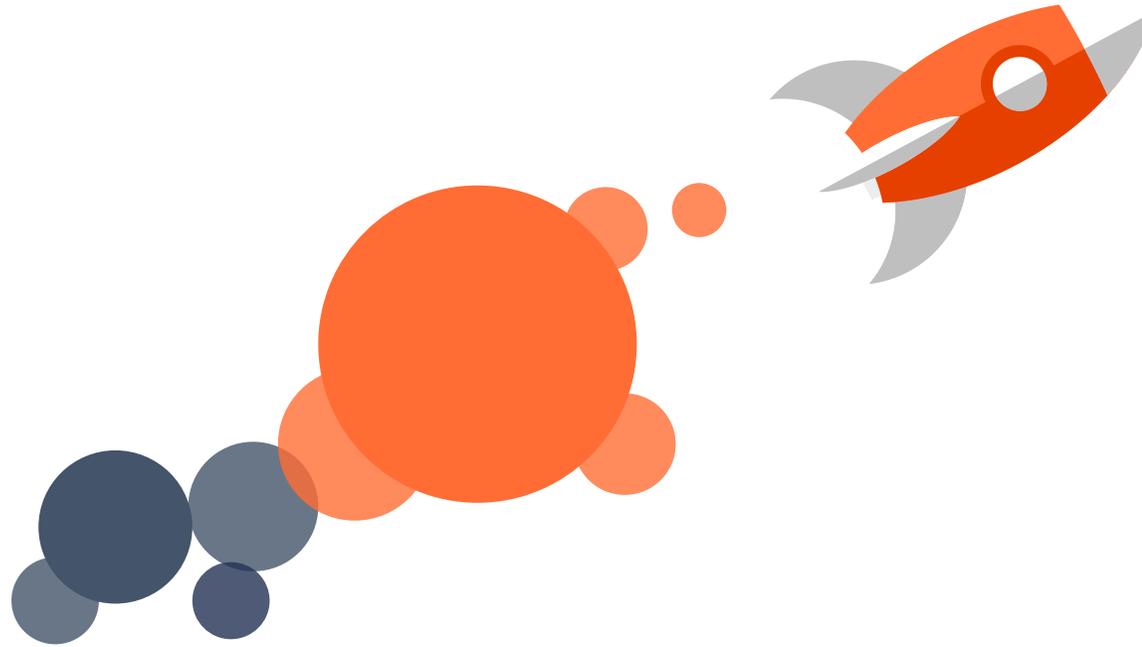
This way we reached both organic and paid traffic, thus increasing our follower base



6

Video Ads

High-quality videos posted on both organic and paid channels is a good way to build a loyal and trusting audience



Are you ready to grow your
business with digital ads?

cadimedia.agency/en/kontakt

Email: info@cadimedia.agency