



Online Clothing Shop

Revenue 562% increase in 6 months, ROAS x5

ABOUT

The client is an e-commerce business that specialises in female clothing for those who like to be sporty, edgy, and comfy!

Their mission is to cheer on, strengthen, and support!

ADVERTISEMENT GOALS

1. Maximize revenue on new PPC channels (Facebook and Google Ads)
2. Keeping positive ROAS during testing phase

BEFORE

The client did not run any ads.

They had sustainable revenue from Google Organic Traffic and Instagram.

AFTER

We started to test new channels. As a result we managed to increase the total monthly revenue by 562%. During the first month our main goal was to achieve a positive ROAS, then the plan was to scale.

Additionally, we helped set up proper measurement/tracking via Google Analytics and Facebook Pixel.



Facebook Ads

ROAS: 5

Amount Spent: kr 100,000

Revenue: kr 550,000



Google Ads

ROAS: 32

Amount Spent: kr 70,000

Revenue: kr 2,240,000

Mar 22, 2020 - Sep 22, 2020



All Users
100.00% Users



+ Add Segment

Explorer

Summary Site Usage Goal Set 1 Ecommerce

Users vs. Select a metric

Day Week Month

Users

10,000



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Source / Medium	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	119,901 <small>% of Total: 100.00% (119,901)</small>	111,214 <small>% of Total: 100.13% (111,070)</small>	191,412 <small>% of Total: 100.00% (191,412)</small>	52.29% <small>Avg for View: 52.29% (0.00%)</small>	3.74 <small>Avg for View: 3.74 (0.00%)</small>	00:01:22 <small>Avg for View: 00:01:22 (0.00%)</small>	1.94% <small>Avg for View: 1.94% (0.00%)</small>	3,706 <small>% of Total: 100.00% (3,706)</small>	NOK 3,797,444.50 <small>% of Total: 100.00% (NOK 3,797,444.50)</small>
1. (direct) / (none)	46,997 (35.81%)	44,697 (40.19%)	59,954 (31.32%)	42.21%	4.28	00:01:26	2.04%	1,225 (33.05%)	NOK 1,326,195.80 (34.92%)
2. google / cpc	34,852 (26.56%)	33,557 (30.17%)	56,923 (29.74%)	62.02%	3.59	00:01:32	2.01%	1,142 (30.81%)	NOK 1,168,890.20 (30.78%)
3. Facebook / cpa	13,835 (10.54%)	9,346 (8.40%)	23,736 (12.40%)	46.01%	3.48	00:01:02	1.45%	345 (9.31%)	NOK 356,740.90 (9.39%)
4. Facebook / Prospective customer New Drop	7,059 (5.38%)	4,835 (4.35%)	9,699 (5.07%)	63.88%	2.90	00:00:54	1.96%	190 (5.13%)	NOK 173,932.80 (4.58%)
5. Facebook / NO - 16+, Remarketing 30 days	4,464 (3.40%)	2,756 (2.48%)	5,397 (2.82%)	66.83%	2.58	00:00:41	1.43%	77 (2.08%)	NOK 78,024.90 (2.05%)
6. google / organic	4,377 (3.34%)	3,782 (3.40%)	6,410 (3.35%)	36.96%	5.53	00:02:40	3.21%	206 (5.56%)	NOK 230,314.95 (6.06%)
7. Facebook / NO - 16+, Remarketing 5 days	3,296 (2.51%)	1,675 (1.51%)	4,493 (2.35%)	48.54%	3.70	00:01:12	2.23%	100 (2.70%)	NOK 87,457.65 (2.30%)
8. Facebook / Prospective customer New Drop Narrow Interests	2,717 (2.07%)	1,694 (1.52%)	3,642 (1.90%)	66.06%	2.78	00:00:53	2.39%	87 (2.35%)	NOK 77,703.55 (2.05%)
9. mail_sporingsnummer / (not set)	2,000 (1.52%)	1,183 (1.06%)	6,365 (3.33%)	53.12%	2.78	00:01:37	0.85%	54 (1.46%)	NOK 57,913.30 (1.53%)
10. Facebook / NO - 16+, All	1,751 (1.33%)	1,487 (1.34%)	1,879 (0.98%)	56.15%	3.11	00:00:48	0.96%	18 (0.49%)	NOK 12,023.00 (0.32%)

Facebook Ads

Testing Phase



Lookalike Audiences

We expanded lookalike audiences based on email subscriptions, purchase and add-to-cart events

Transactions: 55
ROAS: 3



Remarketing Audiences

- We created a remarketing list of those who added to cart but did not purchase in the last 30 days
- 5/30/90 days with cross exclusions
- Instagram stories remarketing

Transactions: 1,125
ROAS: 4



Google Analytics Ad Set

We have identified a more specific target market and created a similar audience analysing the "Interest" report in Google Analytics

Transactions: 80
ROAS: 3

Facebook Ads

Testing Phase

4

Catalog Campaign

We increased brand visibility and awareness thanks to our catalog campaign and well-defined audience. That delivered a lot of results from the sales process

Transactions: 1685
ROAS: 6

5

Instagram Stories

We were testing ads that are specifically optimized for IG Stories placement, so we gained plenty of traction

Transactions: 206
ROAS: 4

6

Organic Ad Set

All the posts and following actions called-to-activate customers and as a result, we achieved a high number of purchases

Transactions: 80
ROAS: 3

Google Ads

Testing Phase

1

Shopping Campaign

We were using bidding and ad placements to promote the store

2

YouTube Shopping

We tried different targeting options. The most effective one was to place targeting when we switch to selected videos/fashion channels

3

RLSA Campaign (Search Remarketing)

Bid adjustments: We increased the frequency of our ads shown to 300%. We used very General search terms and received very low-cost traffic.

Google Ads

Testing Phase

4

Display Remarketing

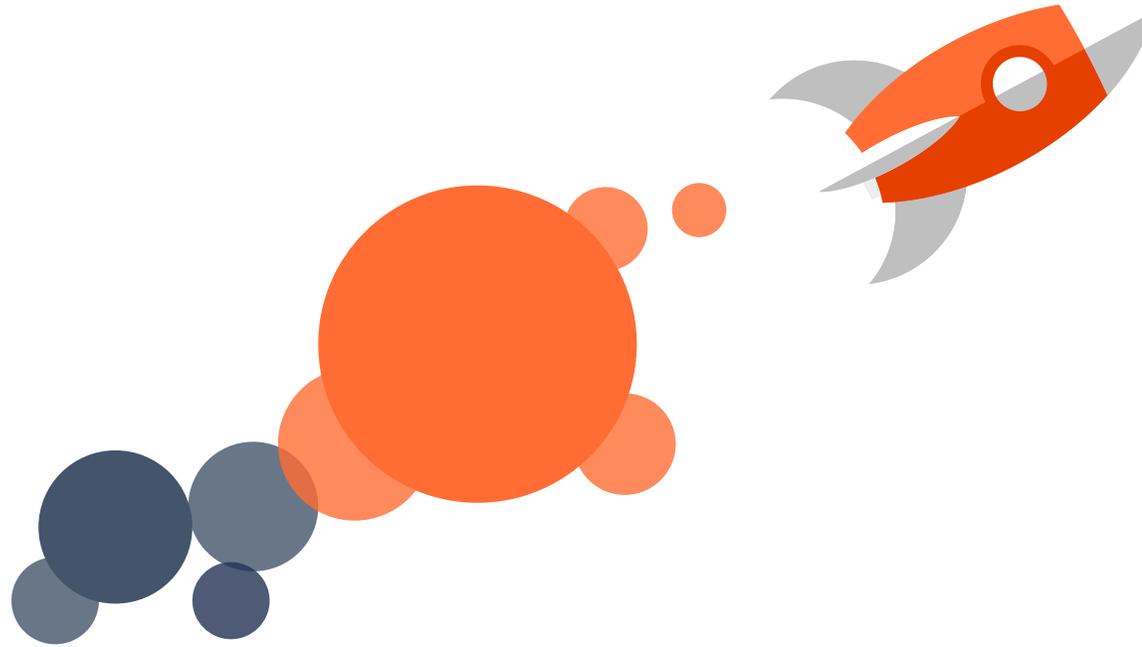
We tested them as a regular DSA campaign and received satisfactory traffic. Therefore, we switched to search remarketing just for the top 3 audiences, based on Google Analytics insights

5

Dynamic Remarketing

(based on product feed)

We created personalised ads for customers who interacted with specific products as long as we reached high traffic for various products



Are you ready to grow your
business with digital ads?

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