

eCommerce - Case Study



Client: Magnetic Letters & Boards

Flights: September 1st - February 28th

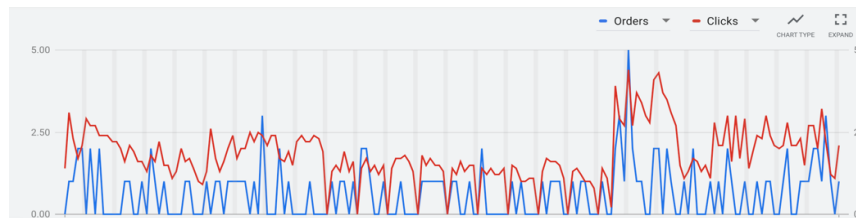
Budget: \$13,000

Goal: The goal for this campaign was to sell more magnetic boards and magnetic letters online via their Shopify store. We aimed to obtain between a 200% and 300% ROAS in the process.

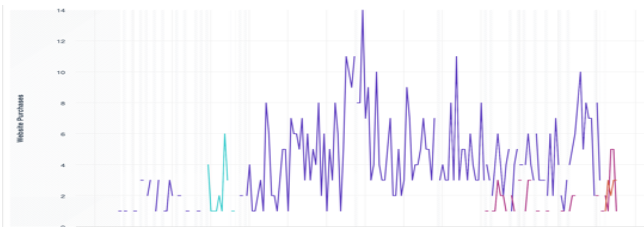
Approach: We used a combination of Facebook/Instagram and Google Ads to execute dynamic shopping ads to generate revenue. This allowed us to impact prospective buyers in real-time based on their actions, and to dynamically remarket to previous store customers that showed interest but didn't complete a purchase. Overall, we were able to successfully execute a full-funnel, dynamic ad approach to generate strong revenue growth for the

Campaign Performance/Data

Google Catalog Ads



Facebook Catalog Ads



Outcome: The six-month campaign generated 7,168 Add-To-Carts worth \$181,727, and 932 direct purchases worth \$35,552.45. This resulted in an overall ROAS of 273%, with some months bringing in between 500% - 600% ROAS for the client.