



Facebook Ads Case Study



About

OUR CLIENT

This company creates macarons in an assortment of different flavors. A selling point for the macarons is their relatively low sugar and sodium contents.

GOAL

Increase brand awareness, increase online visibility, and increase revenue stream online and retail locations.

PROJECT DURATION

2.Months

PROBLEM STATEMENT

Trying to create a successful eCommerce conversion campaign. Trying to maintain ROAS and build brand awareness.

Strategy (Overview)

Our strategy was divided into phases in which we tested different combinations of targeting to increase leads and lower CPA.

1

The First Phase

This was our awareness stage. Our goal was to attract new clients. For this, we drew traffic to the website utilizing single image ads and video ads.

2

The Second Phase

This was our consideration stage. Our goal was to turn prospects into leads by collecting their data for further nurturing, warming them up using video ads and single image ads, and pushing to try the product.

3

The Third Phase

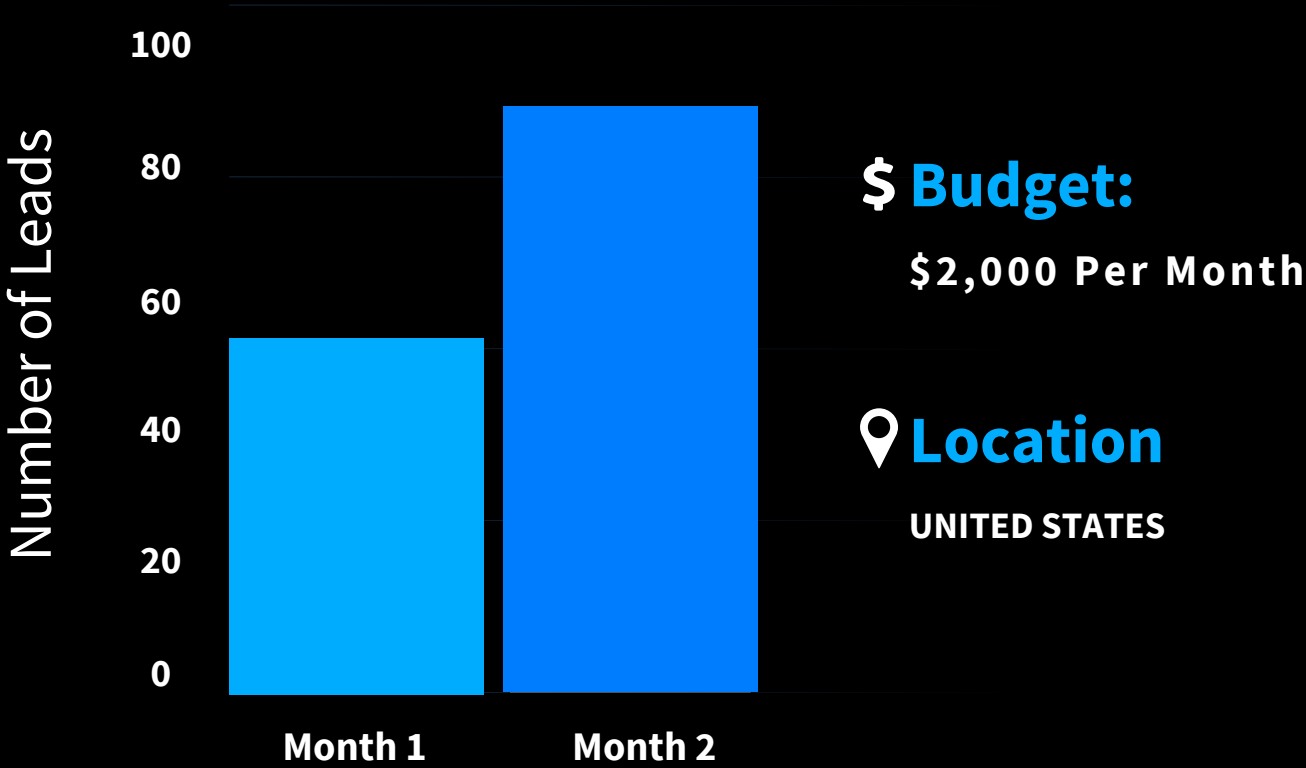
This was our conversion stage. Our goal was to turn leads into paying customers. This is where we started selling the product. The previous stages were used to warm the audience and build trust.



MCPHERSON
MARKETING GROUP

Number of Leads Per Month

Month 1		Month 2	
Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead
50	\$28.54	92	\$9.97



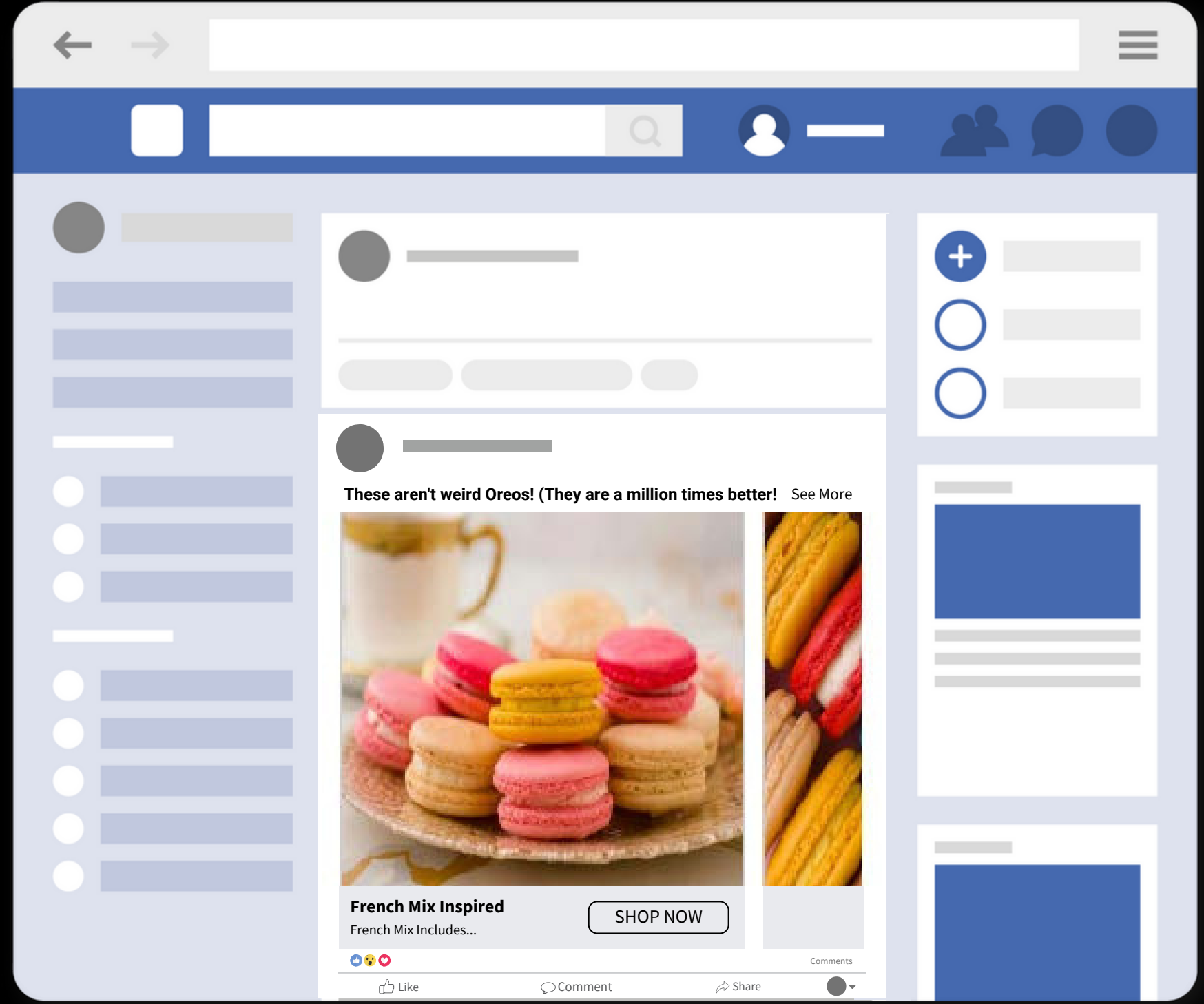
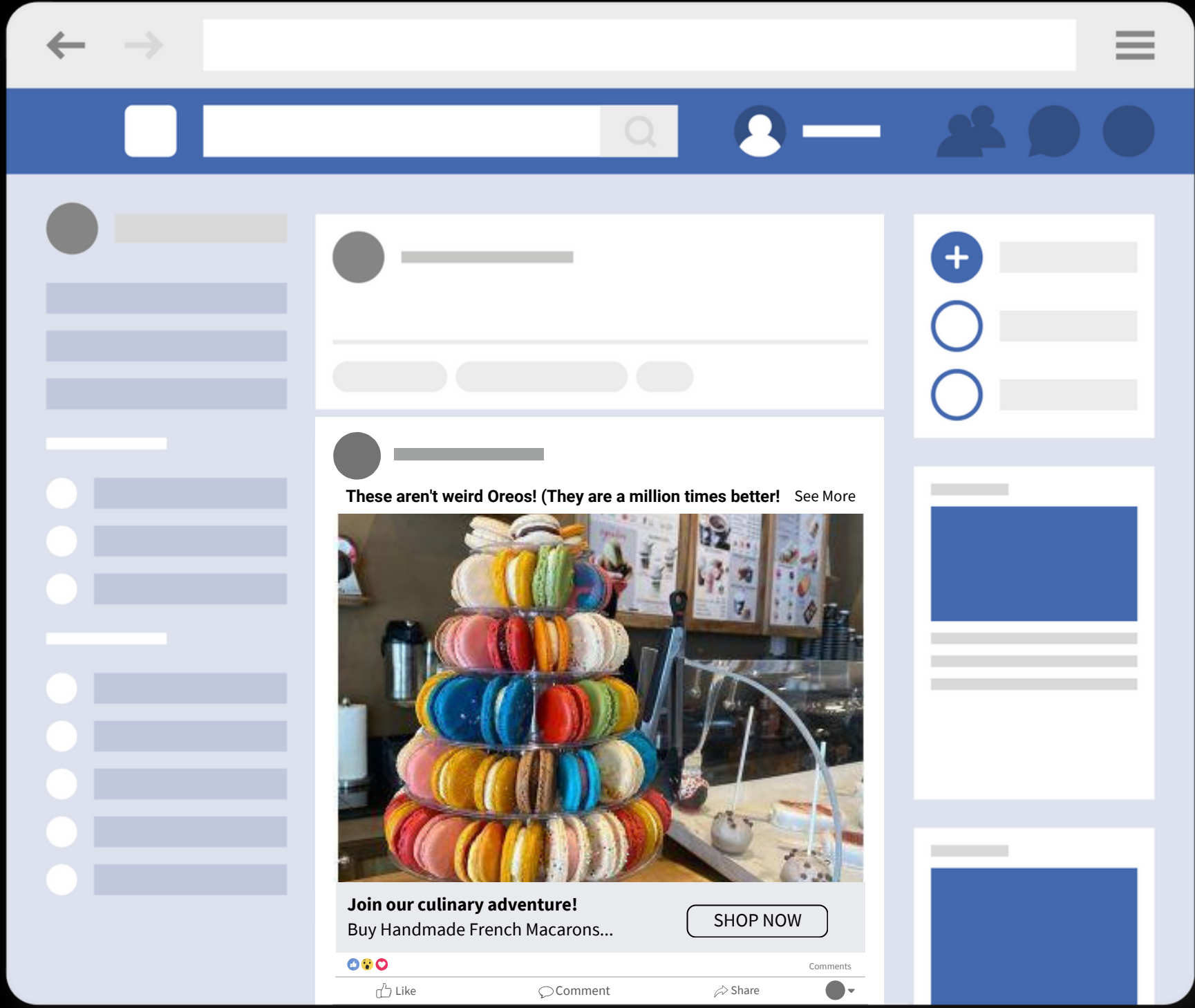
Key Metrics

Reach	Purchases	CPR	CTR	CPC
3,045	142	\$19.26	2.14%	\$1.52





Best Performing Ads



Solution

With our multiple stages, we were able to nurture our audience, warming them up to the products. By the time our audience reached the final stage, they were already “warm” and were ready to purchase.

Final Outcome

We were able to generate ROAS of 7.7x. We also successfully increased the brand's awareness among customers, helping the brand's image for years to come.

