

Facebook Ads

CASE STUDY



Wild Flower & Milk

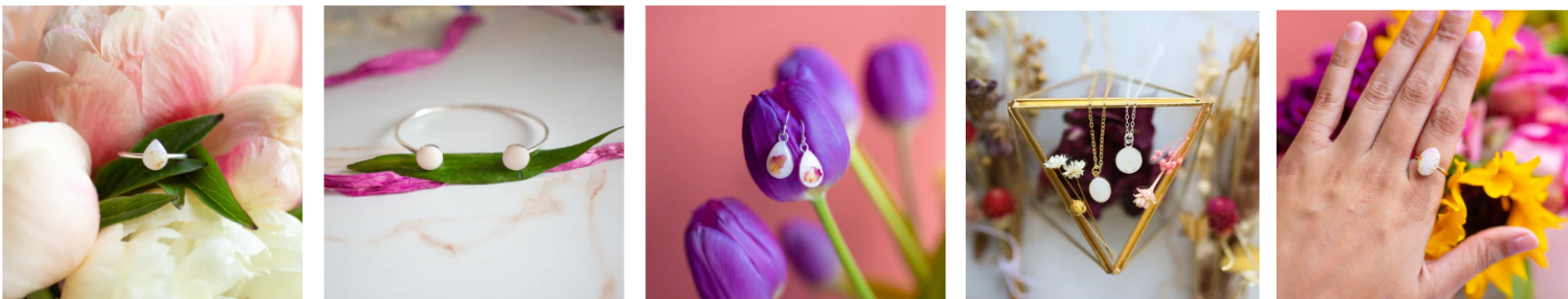
eCommerce Store - Selling Unique Jewelries

Targeting Location: USA

Goal: Increase Website Purchases

MONTHLY WEBSITE SALES

INCREASED BY 30%





| About Wild Flowers & Milk

[Wild Flowers & Milk™](#) is a brand that specializes in custom breastmilk keepsake jewelry by preserving customer's breastmilk into beautiful timeless pieces of jewelry to celebrate & honor their breastfeeding! It is can be also customized with or without flowers, Customers can select designs and the wildflower of their choice. And order jewelry of their choice and save their memories for lifelong.

*What did they achieve in just **3 months**?*

Website Purchases

250+

Conversion Value

\$17240

ROAS

5.29

Date Range - Jan 2022 to March 2022

| Campaign Goal

The aims was to optimize campaigns to generate sales and maximize return on investment (ROI). The strategic focus was on directing potential traffic to the website and encouraging them to make a purchase.

| Project Execution

We initially created a traffic campaign to increase the number of website visitors. Once enough website traffic was generated, we created a conversion campaign to generate purchases.

The client gives offers and discounts to the users frequently. He wanted us to promote those in our ads. We used some interests like "sale, discount promotion, etc." in the targeting and implemented the sale ads. We created different ad sets based on holiday promotions such as "Christmas, Black Friday, etc." The sale ads generated a good number of conversions at a low cost



per result. As we had generated a decent amount of traffic from the traffic campaign, we leveraged that by creating remarketing and lookalike campaign. In the remarketing campaign, we retargeted the website visitors and in the lookalike campaign, we created a lookalike of website visitors to test their performance. These campaigns generated decent results.

The client's Facebook & Instagram pages had a good number of followers and engagement. We created a new ad set to retarget this audience and it is now one of the best performing audiences.

Later, the client wanted to generate email sign-ups. For that, we created a traffic campaign and redirected the users to the email sign-up page.

Currently, we are running conversion, lookalike, remarketing, and traffic(email sign-ups) campaigns.

| Results Delivered

Campaign Performance Overview

Jan 2022 to Mar 2022

Campaign Name	Imp.	Clicks	Reach	Results	CPA	CPC	Cost	Conversion Value	ROAS
Traffic – Email Signups	16588	771	10316	350 Link Clicks	\$0.32	\$0.15	\$113.26	\$0.00	-
Conversion Campaign	187,891	4,190	84462	142 Website Purchase	\$10.05	\$0.34	\$1427.76	\$5718.36	4.01
Remarketing	101,799	1571	12336	102 Website Purchase	\$13.06	\$0.85	\$1332.04	\$10,303	7.74
Lookalike	43,335	910	25,959	22 Website Purchase	\$17.55	\$0.42	\$386.19	\$1218.25	3.15
TOTAL	349,613	7,442	109,327			\$0.44	\$3259	\$17240.23	5.29



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Ad Set Level Performance


Jan 2022 to Mar 2022

Ad set	Clicks (all)	Reach	Results	Cost per result	CPC (all)	Amount spent	Purchases Conversion Value	Purchase ROAS (return on ad spend)
USA - 24 to 40 - Facebook & Instagram audience	1,148	11,402	81 [2] Website purchases	\$8.26 [2] Per Purchase	\$0.58	\$669.16	\$7,554.37 [2]	11.29 [2]
USA - 24 to 40 - 1% lookalike of last 45 days websit...	852	24,199	22 [2] Website purchases	\$15.73 [2] Per Purchase	\$0.41	\$346.02	\$1,218.25 [2]	3.52 [2]
USA - 24 to 40 - New Audience 2	2,882	63,045	98 [2] Website purchases	\$8.46 [2] Per Purchase	\$0.29	\$829.54	\$3,186.01 [2]	3.84 [2]
USA - 24 to 40 - New Audience 1	804	28,343	41 [2] Website purchases	\$10.55 [2] Per Purchase	\$0.54	\$432.48	\$2,382.25 [2]	5.51 [2]


As the products are woman-centric, we targeted ads to female between the age of 24 - 40 yrs . The audiences we selected: new parents or parents with toddlers & also those who are interested in jewelry (necklaces, rings & more).

| Top Performing Ads

TOP 2 Performing Carousel Ads.

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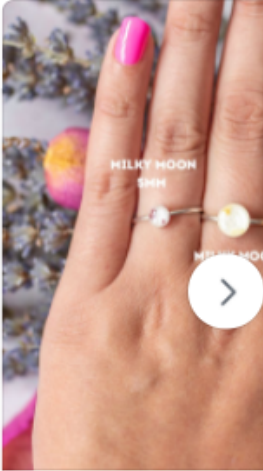
Breastfeeding is hard, but it's unforgettably worth it! Celebrate all the milestones and moments of your breastfeeding journey with these beautiful breastmilk jewelry sets. Mix and match stone sizes to make the perfect set for you! 🌸🌿🍓



MAHA'S DROP CLASSIC 6X8MM
MAHA'S DROP DELUXE 9X13MM


Mamas Drop Duo

Shop Now




MILKY MOON SHM
MILKY MOON

Celebrate your breastfeeding journey

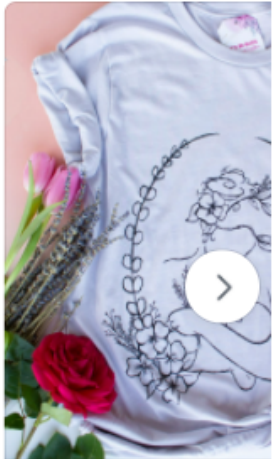
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You're not just a mom. You're a woman. You're more than your kids. You're more than your job. Empowerment Tee says it all! This International Women's Month, Make a statement without saying a word. 🌸🌿 Our shirts are made with 100% cotton, and printed with eco-friendly inks. Click the link and grab yours!



You're Not Just A Mom, You're a Boss!

Shop Now



Milky Celebration Tee



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To get sales, we tested multiple ad formats - Carousel Ads, Video Ads, Image Ads, and Slideshow ads. All the formats worked well for the products. Our top 3 performing ads were Carousel Ad, Image Ad, & Video Ad. We generated a good number of sales.

We added banners and images provided by the clients, sometimes we use website images as well but we make sure that it's of good resolution. We also added offers & SALE ads.
