

Facebook Ads

CASE STUDY



Online & Local Pickup Bakery Shop.

Targeting Location: USA .

Goal: Increase Product Sales.

MONTHLY WEBSITE SALES

INCREASED BY 66%

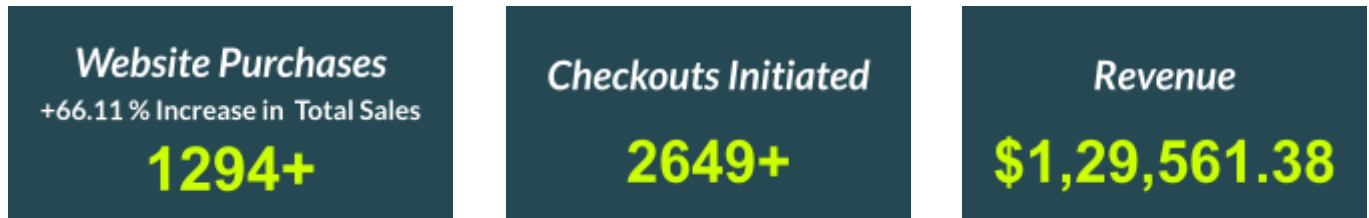




| About Carlos Bakery

[Carlos Bakery](#) is a family owned bakery featured on the TLC hit show Cake Boss. Carlo's, originally opened by Carlo Guastaferro in 1910, was acquired by Bartolo Valastro Sr. in 1964. The main goal of the Facebook Ads Campaign was to increase the conversions and conversions value at a lower cost per conversion.

What did they achieve in just **6 months**?



Date Range - Dec 2022 to May 2023

| Campaign Goal

The brand's advertising efforts aim to increase conversions and improve ROAS (Return on Ad Spend) for campaigns. To achieve this, we have set a goal to get the cost per conversion as low as possible. With conversions, it's also essential to drive traffic to the website because it plays a crucial role in increasing sales and overall business growth. Another goal was to increase ad visibility and engage with highly relevant searchers.



| Project Execution

We have used Sales Funnel Targeting Strategy in our Conversion Campaigns, as we created three campaigns based on the sales funnels, and they are as follows:

- 1) TOF (Top of the Funnel) Conversion Campaign.
- 2) MOF (Middle of the Funnel) Conversion Campaign.
- 3) BOF(Bottom of the Funnel) Conversion Campaign.

In our TOF (Top of the Funnel) Conversion Campaign, we have targeted the cold audience based on user behaviour, demographics, and interests. We showed our ads to the people who are most likely to convert. We targeted people in the United States who showed interest in the niche of our products as it helps us to get traffic to our website and target an accurate audience with a lower cost per conversion.

Moving to our MOF (Middle of the Funnel) Conversion Campaign, we have targeted a warm audience based on the audience who have engaged with our brand on social media and have visited our website but never purchased; we targeted such an audience intending to convert them into customers, as this audience already has the information regarding our brand and it increases the chances of conversions compared to the cold audience.

Also, under the TOF (Top of the Funnel) Conversion Campaign, we have targeted the hot audience based on the audience who were close to the purchase but didn't complete the purchase; targeting such an audience helps us to get a conversion at a lower cost as the audience is already interested in our brand and we need to guide them to the purchase, as it will help us to get conversions and also improve the ROAS (Return on Ad Spend) for our campaign.



| Sales Funnel Campaigns Performance

Total sales: 795

Date Range - Dec 2022 to May 2023

Off/On	Campaign	Landing page views	Adds to cart	Checkouts initiated	Purchases	Cost per purchase	Purchases conversion value	Purchase ROAS (return on...)
<input checked="" type="checkbox"/>	ST BOF Conversion	2,045 ^[2]	1,378 ^[2]	660 ^[2]	358 ^[2]	\$20.29 ^[2]	\$34,309.96 ^[2]	4.72 ^[2]
<input checked="" type="checkbox"/>	ST MOF Conversion	2,958 ^[2]	592 ^[2]	178 ^[2]	83 ^[2]	\$37.00 ^[2]	\$7,328.29 ^[2]	2.39 ^[2]
<input checked="" type="checkbox"/>	ST TOF1 Conversion	9,917 ^[2]	1,854 ^[2]	691 ^[2]	354 ^[2]	\$42.71 ^[2]	\$38,780.82 ^[2]	2.56 ^[2]

Testing the Sales Funnel targeting strategy in the conversion campaign helped us increase brand awareness and website purchases and improve ROAS (Return on Ad Spend) systematically and result-oriented following from the cold audience to the hot audience with a lower cost per purchase.

Along with the Sales Funnel Strategy, we also run the Advantage + Shopping campaign for the best-selling products. Advantage + Shopping campaign follows the automated Facebook algorithm to get conversions, and based on our research, we created this campaign to improve the conversions and ROAS (Return on Ad Spend) for our campaign.

| Advantage + Shopping Campaign Performance

Total sales: 444

Date Range - Dec 2022 to May 2022

Off/On	Campaign	Landing page views	Adds to cart	Checkouts initiated	Purchases	Cost per purchase	Purchases conversion value	Purchase ROAS (return on...)	
<input checked="" type="checkbox"/>	ST Carlo's Bakery - Advantage+ shopping ca...	\$0.19	24,459 ^[2]	3,040 ^[2]	994 ^[2]	444 ^[2]	\$33.00 ^[2]	\$43,927.58 ^[2]	3.00 ^[2]



Through implementing the Advantage + Shopping conversion campaign, we achieved a cost-effective way to improvise sales. This campaign capitalizes on the Facebook algorithm, optimizing our ads to target the right audience and strategic budget allocation, leading to enhanced ad performance.

| Top Performing Ads

Our advertising strategy involves creating multiple versions of ads targeting cold and hot audiences. By customizing the content for each stage of the sales funnel, we aim to connect more effectively at every stage, which ultimately encourages the audience to engage more effectively with our content and convert into valuable customers.

