



e-Commerce Case Study

Disclaimer

Ads and materials shown in the case study were shared with client's permission, barring sensitive/private information like store URLs, comprehensive spend/ROI data, and current products/ads.

The Client

The client's store was a general ecommerce store with moderate success, making 10% margins on a high volume of low-ticket items. Their main issue seemed to be that they were spread very thin across small margins, struggling to find new products and scale while maintaining a strong profit.

After consulting on digital strategies with the Freestyle Creative team, the client decided to opt in on a set of services with Facebook Ads and Conversion-rate Optimization on the website as the centerpiece.

High Level Results

After our initial testing iteration, we were able to zero in on a high converting funnel that drove thousands of sales for two core products. In four months, we spent over **\$40,000 on ads, and drove over 4,500 sales.**

62.5x

Increase in Revenue

1,100+

Sales Per Month

79%

**Decrease
in Cost Per Purchase**

Services Overview



Facebook/IG Ads

Facebook and Instagram Ads were our core traffic-drivers. Our strategy included video ads, instant experiences, dynamic product ads, and utilizing retargeting funnels to recapture warm traffic.



Conversion-rate Optimization

We split-tested multiple buy-flows on the landing page side once we narrowed down a few winning products. Solid sales copy seemed to be the most important factor here, over other factors like layout and creatives.



Analytics

We used a combination of Facebook Pixel data and Google Analytics to track user actions on the site, and debug where in the funnel we were sub-optimal.

The Problems

- › Ad spend was spread out over dozens of products on the site, which meant no margin to test different audiences for a single product. Additionally, dozens of ad copies were tested, but there was no clear optimization method or split-testing being done.
- › Low Conversion rate both on the landing pages and on the ads – the client was often trying to sell high ticket items with just a Facebook ad leading to a landing page.

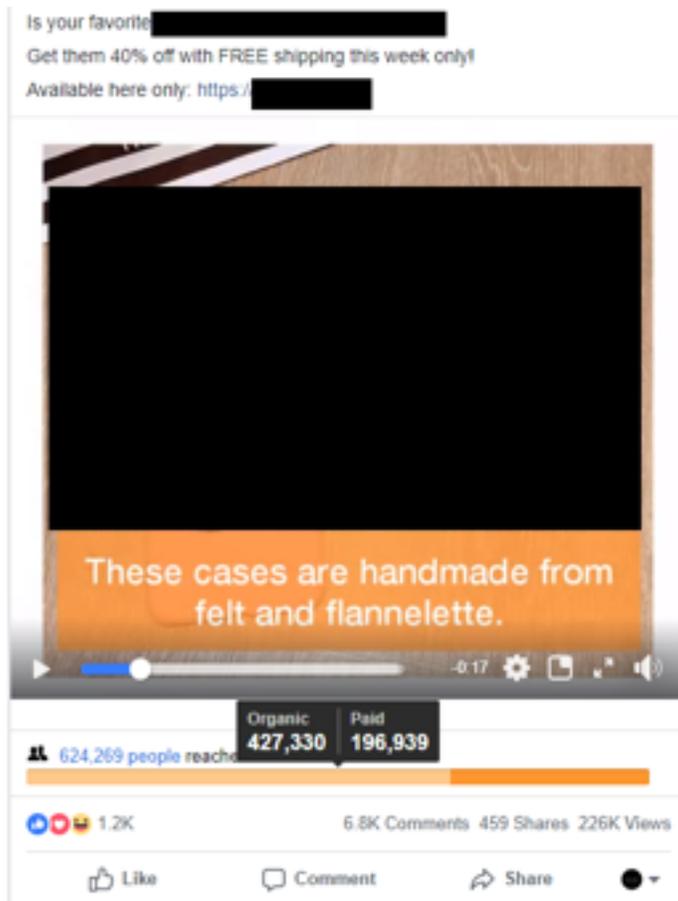
Our Solution

Out of dozens of products, campaigns, ad copies, and ad images, we took a hard look at the client's business and decided to dedicate **90% of our ad spend, time, and resources, to selling just two products**. This immediately allowed us to make two key changes: save money on low margin products, and spend our money on growing the two products with potential.

Product 1 – Phone Case in the Pet Niche

The highlight of our campaign for this product is really the video on the left – we decided to focus on this product simply because the video we made for it was incredibly engaging and had immense viral potential.

The screenshot shows total reach at about **624,000 people for just \$539.42** in ad spend. Due to the organic reach from people sharing and commenting, about 70% of the ad's reach was free. This brought down the overall **CPM (Cost to reach 1,000 people) from about \$2.50 to \$0.70**. This ad also brought in over 200 sales even after we stopped paying for ads, making for an incredible ROI.



Traffic type	Percentage of Total Reach
Organic	68.5%
Paid	31.5%

Product 2 – Women’s Beauty Product

We started by testing upwards of 30 audiences since we had a much larger testing budget, and narrowed them down to 6 core ad sets which were generating a positive ROI. Shown below is the lifetime result of the best 4 of 6 initial ad sets. These results include the first week, where we were generating checkouts at \$12-15 each, as well as the most recent week four months later, where we were generating **4x more checkouts per day at just \$3 each.**

Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result
Lowest cost Conversions	\$30.00 Daily	—	452 Checkouts	208,327	259,353	\$5.60 Per Checkout
Lowest cost Conversions	\$70.00 Daily	—	596 Checkouts	128,319	144,492	\$3.48 Per Checkout
Lowest cost Conversions	\$55.00 Daily	—	55 Checkouts	17,048	17,413	\$4.99 Per Checkout
Lowest cost Conversions	\$15.00 Daily	—	1,261 Checkouts	395,268	501,222	\$3.76 Per Checkout
		—	2,364 Checkouts	676,090 People	922,480 Total	\$4.07 Per Checkout

Results

In less than 4 months we **had generated over \$130,000 in revenue** for our client.

Expenses: \$65,439

⚠ Results from 16 campaigns ⓘ
Excludes deleted items

—	2,555,351 People	4,645,613 Total	—	\$31,591.79 Total Spent
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\$31,592 to Ads

\$12,284 to Product

\$2850 Misc (hosting, domain name, legal, etc):

\$18,713 from processing fees

Total: \$65,439 in expenses.

ROI: 98.7%

Key Learnings

Although the ROI and revenue we generated was significant, even more valuable to us were the lessons learned during the testing, optimization, and growth process. Here are a few key learnings we gathered looking back on the project as a whole.

1. **Optimization best practices don't matter – testing everything does.** Our analytical approach with data demonstrated to us that both our client's and our own intuitions/knowledge of best practices about what may work were not to be trusted – data over all else!
2. **Virality on social can be gamed.** The campaigns for both of our products utilized a crucial component of virality which encouraged customers to share our product with their friends. We learned a ton about what makes content go viral, both psychologically and technically, and have since recreated the results for several other clients.
3. **Focus.** We've seen so many businesses spread themselves thin by scaling “wide” rather than “tall.” Our decision to scrap over thirty different products in favor of just two is what allowed us to test and optimize as aggressively as we did. There are many ways to apply focus to the business – whether it be to products, budget, locations, etc... we use strategic focus to cut out the fluff and direct all relevant resources toward the client's business goals.