

# Renovation products

300%+ in revenue while  
keeping positive ROAS  
(11+) in one year in DIY  
niche



# ABOUT THE CLIENT:

This is an e-commerce store, specializing in fast, simple, and inexpensive home remodeling.

Their mission is to make home improvement easier so that anyone can create their dream home, regardless of their budget or situation!

## ADVERTISEMENT GOALS

1. Increase Online Sales
2. Increase revenue, while keeping a positive ROAS (8+)



### Before collaboration

(May 2018 - April 2019)

ROAS: 9

Amount Spent: kr 450,000

Revenue: kr 4,050,000

At the beginning of our collaboration, the client struggled with their sales volume despite good ROAS. We analyzed the ad account performance and quickly found that the content is high-quality, but there was a lack of structure within the campaigns: separate campaign were used for each promoted engagement post.

### Current State

(May 2019 - Present)

ROAS: 11

Amount Spent: kr 1,200,000

Revenue: kr 13,200,000

So, first of all we have applied our own “FB scaling model” integrating conversion and catalog campaigns. Then, we started to collect the audience that engaged with the website or both with Instagram and Facebook pages.

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## All Traffic ✓

SAVE EXPORT SHARE EDIT INSIGHTS

All Users  
100.00% Users

+ Add Segment

May 1, 2018 - Aug 31, 2020

### Explorer

Summary Site Usage Goal Set 1 Ecommerce

Transactions VS. Revenue

Day Week Month

Transactions Revenue



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

advanced [Grid] [Refresh] [Filter] [Columns] [Rows]

Source / Medium	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	1,088,566 % of Total: 100.00% (1,088,566)	1,111,690 % of Total: 100.25% (1,108,880)	2,198,222 % of Total: 100.00% (2,198,222)	19.44% Avg for View: 19.44% (0.00%)	8.15 Avg for View: 8.15 (0.00%)	00:03:20 Avg for View: 00:03:20 (0.00%)	3.43% Avg for View: 3.43% (0.00%)	75,321 % of Total: 100.00% (75,321)	NOK 41,944,362.34 % of Total: 100.00% (NOK 41,944,362.34)

## WHAT HAS BEEN DONE SO FAR? LIST OF OUR EXPERIMENTS:



1

4 days remarketing with all available audiences

Using this narrow time-frame we always targeted the hottest customers in the funnel, and the Conversion type of the campaign performed extremely well.

2

Catalog separation by product category

There are different product categories on the website, and we separated products into groups that were later used in the ad set. This way, we could focus on specific products as required.

3

Evergreen and Sale Ads in different campaigns

This way we have been collecting the audience that engages with regular types of ads. Also, a push with a higher budget on the sale conversion campaign is possible, as required.

4

### Audience A/B tests

Having tested different audience combinations in the Catalog sales campaign, we learned that the 14-day “Added to cart but did not purchase” ad set delivers the best results.

5

### Boost organic posts from Facebook page

This way we reached both organic and paid traffic, thus increasing our follower base.

6

### Video Ads

High-quality videos posted on both organic and paid channels is a good way to build a loyal and trusting audience.



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