

EXTREME SPORTS GEAR

300% more revenue from Facebook ads
within 3 month while keeping ROAS (5+)



ABOUT

It is a Norwegian producer of skis, headlamps, other equipment, and clothes for climbers and tourists. They have an e-commerce store to sell their products. Their feature: products are adapted to the harsh Norwegian nature.

THE GOAL

- maximizing revenue by keeping the ROAS (5+)

LIST OF OUR EXPERIMENTS ON FACEBOOK

01

Cross Interests

We studied the full list of products on the website and selected product categories that are close to the interests of potential customers. Such as: alpine skiing, mountaineering, ski mountaineering, and ski touring. This helped get closer to potential customers and achieved good results.

Result: 4 ROAS

Moonlight - Case Study | UAWC

02

Special Ads for Instagram

We launched 2 ad sets for Instagram placement with ads of special format: for a remarketing audience, using interests. The ad set with the remarketing audience achieved better results (by ROAS) than the other ad set.

Result: 6 ROAS

LIST OF OUR EXPERIMENTS ON FACEBOOK

03

Catalog Sales

We created a catalog for all products and launched a campaign with 2 ad sets: for all products to potential customers who viewed or added those products to their cart in the last 14 days.

Once again, we ensured that the right audience provides good results

Result: 5 ROAS

04

Collection Ads

Also, we tested ads of collection type that are not available for all placements. However, their results were amazing. Therefore, we recommend testing such ads for all e-commerce projects.

Result: 7 ROAS

LIST OF OUR EXPERIMENTS ON FACEBOOK

05

Lookalike Ad Set

We used 2 lookalike audiences: those who engaged with the website and the Facebook Page and who made purchases during the last 30 days. Now, the conclusion can be made that the last audience works better for the client's product.

Result: 5 ROAS

06

Charity Post

For the Black Friday activity, the client was original and published a post about charity. Thanks to their kindness and generosity, they not only received respect from potential customers but also purchases with good ROAS from this post in their Website conversion campaign.

Result: 6 ROAS



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