

# WOMEN'S CLOTHING

6 month to increase  
revenue by 562%  
keeping positive  
ROAS (5+)



# ABOUT

It is an e-commerce store that specializes in female clothing for those who like to be sporty, edgy, and comfy!

Their mission is to cheer on, strengthen, and support!

## ADVERTISEMENT GOALS:

1. Maximize revenue from new PPC channels (Facebook and Google Ads)
2. Keeping positive ROAS during experiments (Return On Ads Spend) (5+)

# Before

Client didn't run any ads. They got sustainable revenue from Google Organic and Instagram.

# After

We started to test new channels. As a result we maximized monthly revenue for all store by 562%. During first month our main goal was to get positive ROAS, then we started to scale.

Also we helped to set up proper measurement via Google Analytics and Facebook Pixel.



Facebook Ads:  
ROAS: 5  
Amount Spent: kr 100,000  
Revenue: kr 5,500,000



Google Ads:  
ROAS: 32  
Amount Spent: kr 70,000  
Revenue: kr 2,240,000

All Traffic

SAVE EXPORT SHARE EDIT INSIGHTS

Mar 22, 2020 - Sep 22, 2020

All Users  
100.00% Users

+ Add Segment

Explorer

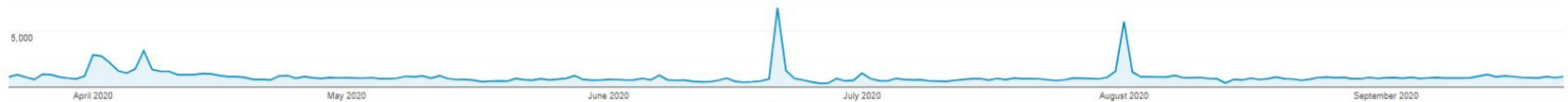
Summary Site Usage Goal Set 1 Ecommerce

Users VS. Select a metric

Day Week Month

Users

10,000



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Source / Medium	Acquisition			Behavior			Conversions eCommerce			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue	
	119,901 <small>% of Total: 100.00% (119,901)</small>	111,214 <small>% of Total: 100.13% (111,070)</small>	191,412 <small>% of Total: 100.00% (191,412)</small>	52.29% <small>Avg for View: 52.29% (0.00%)</small>	3.74 <small>Avg for View: 3.74 (0.00%)</small>	00:01:22 <small>Avg for View: 00:01:22 (0.00%)</small>	1.94% <small>Avg for View: 1.94% (0.00%)</small>	3,706 <small>% of Total: 100.00% (3,706)</small>	NOK 3,797,444.50 <small>% of Total: 100.00% (NOK 3,797,444.50)</small>	
1. (direct) / (none)	46,997 (39.81%)	44,697 (40.19%)	59,954 (31.32%)	42.21%	4.28	00:01:26	2.04%	1,225 (33.05%)	NOK 1,326,195.80 (34.92%)	
2. google / cpc	34,852 (29.06%)	33,557 (30.17%)	56,923 (29.74%)	62.02%	3.59	00:01:32	2.01%	1,142 (30.81%)	NOK 1,168,890.20 (30.78%)	
3. Facebook / cpa	13,835 (11.54%)	9,346 (8.40%)	23,736 (12.40%)	46.01%	3.48	00:01:02	1.45%	345 (9.31%)	NOK 356,740.90 (9.39%)	
4. Facebook / Prospective customer New Drop	7,059 (5.88%)	4,835 (4.35%)	9,699 (5.07%)	63.88%	2.90	00:00:54	1.96%	190 (5.13%)	NOK 173,932.80 (4.58%)	
5. Facebook / NO - 16+, Remarketing 30 days	4,464 (3.73%)	2,756 (2.48%)	5,397 (2.82%)	66.83%	2.58	00:00:41	1.43%	77 (2.08%)	NOK 78,024.90 (2.05%)	
6. google / organic	4,377 (3.64%)	3,782 (3.40%)	6,410 (3.35%)	36.96%	5.53	00:02:40	3.21%	206 (5.56%)	NOK 230,314.95 (6.06%)	
7. Facebook / NO - 16+, Remarketing 5 days	3,296 (2.75%)	1,675 (1.51%)	4,493 (2.35%)	48.54%	3.70	00:01:12	2.23%	100 (2.70%)	NOK 87,457.65 (2.30%)	
8. Facebook / Prospective customer New Drop Narrow interests	2,717 (2.27%)	1,694 (1.52%)	3,642 (1.90%)	66.06%	2.78	00:00:53	2.39%	87 (2.33%)	NOK 77,703.55 (2.05%)	
9. mail_springnummer / (not set)	2,000 (1.67%)	1,183 (1.06%)	6,365 (3.33%)	53.12%	2.78	00:01:37	0.85%	54 (1.46%)	NOK 57,913.30 (1.53%)	
10. Facebook / NO - 16+, All	1,751 (1.46%)	1,487 (1.34%)	1,879 (0.98%)	56.15%	3.11	00:00:48	0.96%	18 (0.49%)	NOK 12,023.00 (0.32%)	

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# Facebook

## EXPERIMENTS

1

### Lookalike audiences.

We expanded lookalike audience based on email subscriptions, purchase and add-to-cart events.

Transactions: 55  
ROAS: 3

2

### Remarketing audiences.

- We created a remarketing list of those who added to cart but did not purchase in the last 30 days
- 5/30/90 days with cross exclusions.
- Instagram stories remarketing.

Transactions: 1,125  
ROAS: 4

3

### Google Analytics ad set.

- We have identified a more specific target market and created a similar audience analyzing the "Interest" report in Google Analytics

Transactions: 80  
ROAS: 3

4

### Catalog campaign.

- We increased brand visibility and awareness thanks to our catalog campaign and well-defined audience. That delivered a lot of results from the sales process.
- Transactions: 1685
  - ROAS: 6

5

### Instagram stories campaign.

- We were testing ads that are specifically optimized for IG Stories placement. So we gained traction.

Transactions: 206  
ROAS: 4

6

### Organic ad test.

- All the posts and following actions called-to-activate customers and, as a result, we achieved a good number of purchases.
- Transactions: 180
  - ROAS: 5



Google Ads

# EXPERIMENTS

1

## Regular Shopping campaign

We were using bidding and ad placement to promote this store.

2

## Youtube Shopping campaign

We tried different targeting options. The most effective one was to place targeting when we switch to selected videos/fashion channels.

3

## RLSA campaign (search remarketing)

Bid adjustments: we increased the frequency of our ads shown to 300%. We used very general search terms and received very cheap traffic.



4

## Display remarketing campaign

We tested it as a regular DSA campaign and received general traffic; therefore, we switched to search remarketing just for the top 3 audiences, based on Google Analytics insights.



5

## Dynamic remarketing based on product feed

We created personalized ads for customers who interact with specific products as far as we reached to have various products and a large traffic.





**DO YOU WANT TO HAVE SAME  
RESULTS?**

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