

WOMEN'S CLOTHING

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



ABOUT

This 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. Maximizing 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 results we maximized monthly revenue for all store by 562%. During first month our 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.

ADVERTISING CHANNELS

Facebook

ROAS: 5
Amount Spent: kr 700,000
Revenue: kr 3,500,000



ROAS: 6
Amount Spent: kr 400,000
Revenue: kr 2,400,000



Google Ads

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

All Traffic

Mar 22, 2020 - Sep 22, 2020

All Users 100.00% Users + Add Segment

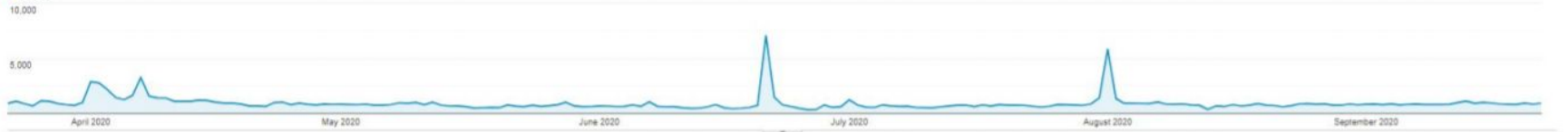
Explorer

Summary Site Usage Goal Set 1 Ecommerce

Users vs. Select a metric

Day Week Month

Users



Primary Dimension: Source / Medium Source Medium Keyword Other

Filter Rows Secondary dimension Sort Type: Default

Search 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 % of Total: 100.00% (119,901)	111,214 % of Total: 100.13% (111,070)	191,412 % of Total: 100.00% (191,412)	52.29% Avg for View: 52.29% (0.00%)	3.74 Avg for View: 3.74 (0.00%)	00:01:22 Avg for View: 00:01:22 (0.00%)	1.94% Avg for View: 1.94% (0.00%)	3,706 % of Total: 100.00% (3,706)	NOK 3,797,444.50 % of Total: 100.00% (NOK 3,797,444.50)
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 (33.03%)	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 (3.40%)	2,756 (2.48%)	5,397 (2.82%)	66.83%	2.58	00:00:41	1.43%	77 (2.08%)	NOK 78,024.90 (2.03%)
6. google / organic	4,377 (3.34%)	3,782 (3.40%)	6,410 (3.35%)	36.96%	5.53	00:02:40	3.21%	206 (5.59%)	NOK 230,314.95 (6.04%)
7. Facebook / NO - 16+, Remarketing 5 days	3,296 (2.51%)	1,675 (1.31%)	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 (2.07%)	1,694 (1.32%)	3,642 (1.90%)	66.06%	2.78	00:00:53	2.39%	87 (2.33%)	NOK 77,703.55 (2.03%)
9. mail_sporingsnummer / (not set)	2,000 (1.52%)	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 (1.32%)	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%)

EXPERIMENTS ON

Facebook

1

Lookalike audiences.
Transactions: 55
ROAS: 3

- Lookalike audience based on email list and purchase events.
- Lookalike audience based on purchases and add-to-cart events.

2

Remarketing audiences.
Transactions: 1,125
ROAS: 4

- Added to cart but did not purchase in the last 30 days
- 5/30/90 days with cross exclusions.

3

Google Analytics ad set.
Transactions: 80
ROAS: 3

- After analyzing the "Interest" report in Google Analytics we created a similar audience.

4

Catalog campaign.
Transactions: 1685
ROAS: 6

- Catalog campaign is a must-have for e-commerce type projects; therefore, the combination of a well-defined audience delivered a lot of sales.

5

Stories campaign.
Transactions: 206
ROAS: 4

- Testing ads that are specifically optimized for Instagram Stories placement delivered good results.

6

Organic ad test.
Transactions: 180
ROAS: 5

- Almost all posts achieved good engagement and, as a result, achieved a good number of purchases.

EXPERIMENTS ON



1

Instagram Shopping

- The shopping feature allows to tag products in their organic posts on Instagram and Facebook. It helps users to get to the product page.

2

Adjustments of the posts

- Regular posting on the IG with feed and stories content
- Provided with ad copy suggestions along with emojis usage
- Prepared a pool of post dimensions requirements that would work for a specific project.

3

Organic posts from Instagram in ads

- Good organic content can be shared in the ad campaigns, and it performed well there too!
- Post more video content for awareness
- Create posts that people would share with friends!

BEST-PERFORMING FACEBOOK ADS

BEKKA
June 2, 2019 · 🌐

Wow, vi nærmer oss tomt i enkelte størrelser i Cargo buksene 🙌 har du fått DIN cargo tilsendt i posten? 🙌 Bestill i dag før vi går helt tomt!



CARGO PANTS
FRI RETUR - RASK LEVERING

BEKKAFASHION.COM
Cargo pant - light beige
Det er en glede å vise dere vår cargo bukse! BEKKA cargo pant er laget i ...

👍 🙌 🙏 190 36 Comments

BEKKA is in Kristiansand, Norway.
October 8, 2019 · 🌐

CARGO PANTS ER ANKOMMET LAGER!!!! 🙌 rekord-mange har bestilt ikveld!!! 🙌🙌🙌🙌 sist vi lanserte Cargo pants gikk vi tom etter få uker - vær rask med å sikre deg din størrelse! LINK I BIO 🙌

<https://www.bekkafashion.com/products/bekka-cargo-pant4>



👍 🙌 🙏 73 29 Comments


BEKKA
June 3, 2019 · 🌐

Nærmere 4000 jenter har lagt sin elsk på BEKKA FASHION sine styles! 🙌

BEKKA er et nytt norsk klesmerke innen sporty fashion 🙌
Hos oss får du klær i høy kvalitet, til en rimelig pris! 🙌

Finn dine favoritter i vår nettbutikk og få pakken tilsendt innen få dager! 🙌

FAST FRAKT 69 // FRI FRAKT OVER 800 // FRI RETUR
www.bekkafashion.com



BEKKA er et nytt norsk klesmerke for jenter som liker... [Learn More](#)

BEKKA er et nytt norsk klesmerke for jenter som liker

👍 59 2 Comments 1 Share

LIST OF OUR EXPERIMENTS ON GOOGLE ADS:

1

Regular Shopping
campaign

Priority-based structure.

2

Youtube Shopping
campaign

We tried different targeting options. The only effective option was placement targeting when we switched to selected videos/fashion channels.

3

RLSA campaign (search
remarketing)

Bid adjustments: 300%. We used very general search terms and received very cheap traffic.



4

Display remarketing campaign

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



5

Dynamic remarketing based on product feed

When you have a lot of different products and a large traffic volume, it is important to create personalized ads for customers who interact with specific products.



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