

# \$68,000+ in Sales for an Auto Accessories Store with Facebook Ads

In today's digital age, social media advertising has become a pivotal tool for driving sales in online stores. As a Facebook and Instagram advertising specialist, I recently optimized the campaigns for an auto accessories store that demonstrated significant results, culminating in a total purchase conversion value of over \$68,000.

 by Dian Tankov



# Campaigns overview

ads ⚡ Had delivery ⚡ Active ads + More views 📅 25 Jul 2024 - 12 Sep 2024

name, ID or metrics

ns 📄 Ad sets 📄 Ads

📄 Duplicate
✎ Edit
🧪 A/B test
More
📊 Columns: Custom
📊 Breakdown
📄 Reports
📄 Export
📊 Charts

Campaign	Results	Cost per result	Amount spent	Purchase ROAS (retur...	Purchases conversion value	Adds to cart	Link clicks
Advantage+ Audiences - diandigital	45 Website purchases	\$5.89 Per purchase	\$264.95	16.79	\$4,447.85	270	1,670
Segmented Audiences Testing - diandigital	76 Website purchases	\$5.23 Per purchase	\$397.17	20.33	\$8,074.52	501	2,592
Segmented Audiences Winners - diandigital	133 Website purchases	\$4.26 Per purchase	\$567.12	29.70	\$16,845.84	1,282	4,205
Testing New Creatives - diandigital	69 Website purchases	\$4.92 Per purchase	\$339.78	19.40	\$6,592.08	456	2,207
Retargeting Audiences - diandigital	126 Website purchases	\$2.98 Per purchase	\$375.03	35.48	\$13,304.95	1,056	2,974
Lookalike Audiences - diandigital	161 [2] Website purchas...	\$3.70 [2] Per purchase	\$595.73	31.46 [2]	\$18,743.57 [2]	1,577 [2]	4,587
Results from 6 campaigns ⓘ	610 Website purchases	\$4.16 Per purchase	\$2,539.78 Total Spent	26.78 Average	\$68,008.81 Total	5,142 Total	18,235 Total

# Initial Campaign Results

**\$285.75**

**Ad Spend**

Initial week's investment

**29**

**Purchases**

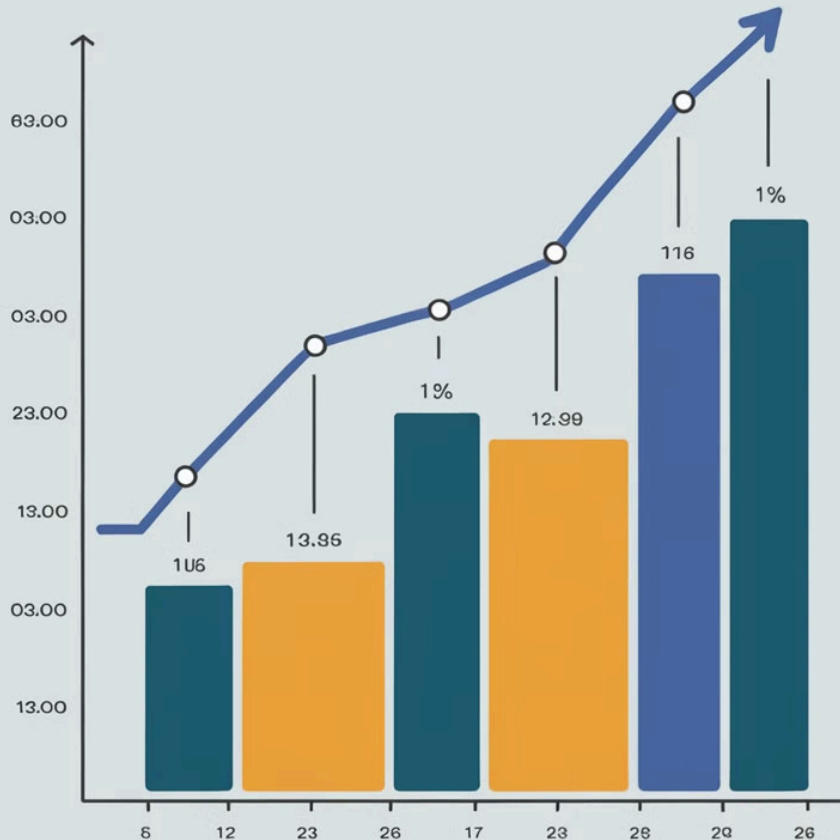
Generated in the first week

**19.22**

**ROAS**

Exceptional return on ad spend

When I began managing these campaigns in late July, the focus was on testing targeting strategies and gauging audience behavior. The exceptional return highlighted the campaign's potential, setting a clear strategy: scale cautiously and refine targeting further.



# Strategic Adjustments

1

## Refined Audience Segmentation

Used Facebook's advanced targeting tools to narrow down the audience to car enthusiasts who had engaged with similar interests.

2

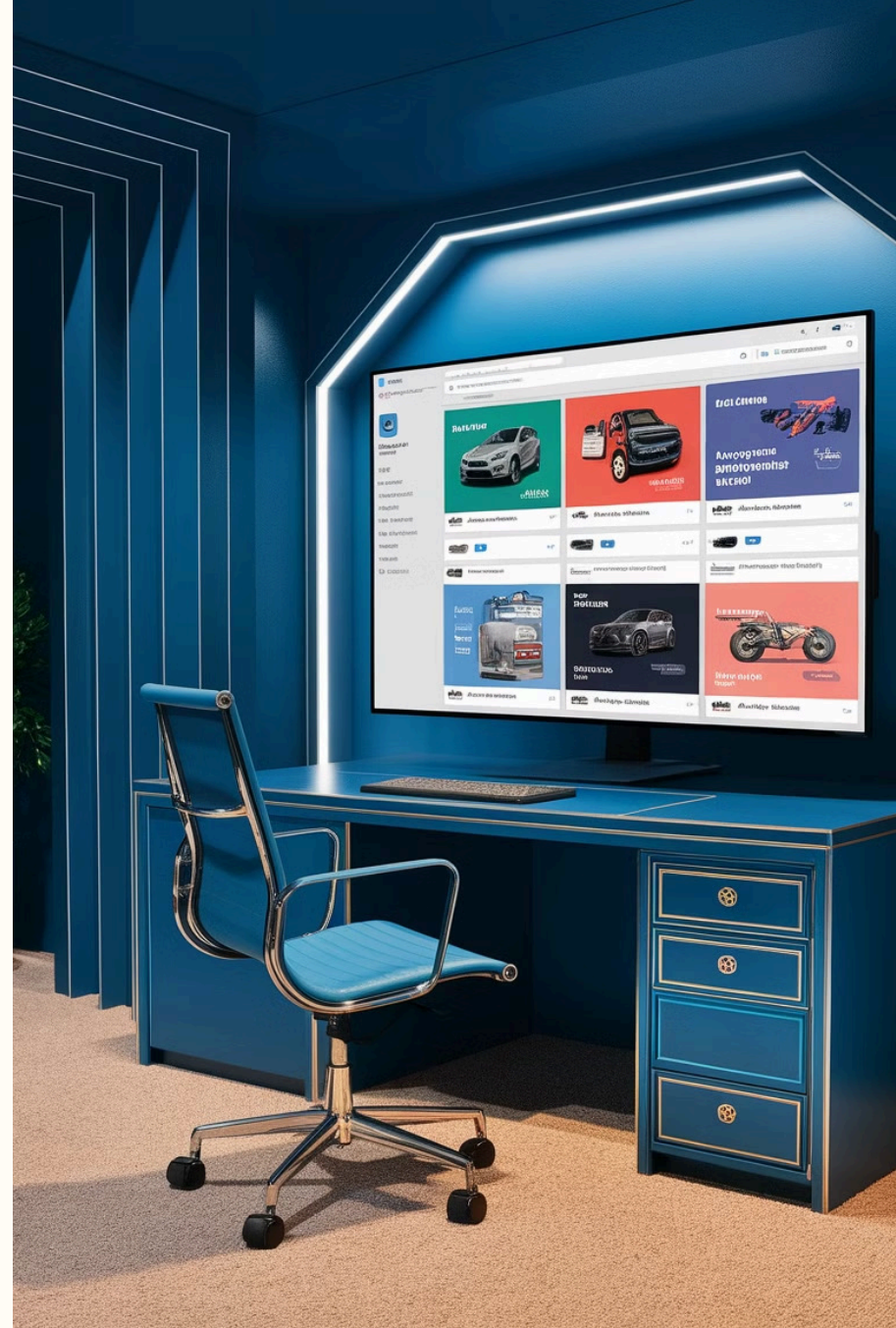
## Creative Testing

Tested multiple ad creatives, including carousel ads and video formats. Visuals highlighting key features outperformed generic ads by 25% in CTR.

3

## Budget Adjustments

Gradually scaled from a conservative daily budget to \$100/day by mid-September as performance metrics improved.



# Challenges and Solutions

## Challenge

In early August, a dip in ROAS (17.35) indicated potential audience fatigue or increased competition.

## Solutions

- Shifted focus to a lookalike audience based on recent purchasers
- Paused underperforming ad sets and reallocated budget
- Crafted new ad copy emphasizing discounts and limited-time offers





## Outstanding Results

174

Purchases

Highest in a single week

37.52

ROAS

Reflecting optimized spend and increased conversions

\$6.35

Cost per Purchase

Improved from \$11.56 early August

These results showcase the power of strategic advertising adjustments. When combined with data-driven insights and adaptive strategies, campaigns can achieve exceptional outcomes even in competitive niches.



# Key Takeaways

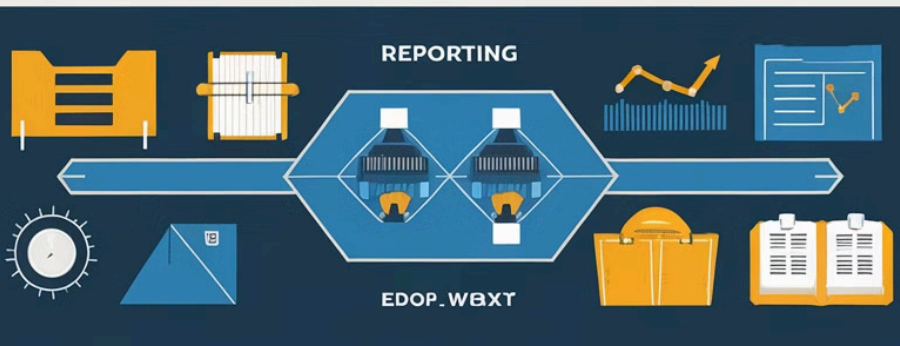
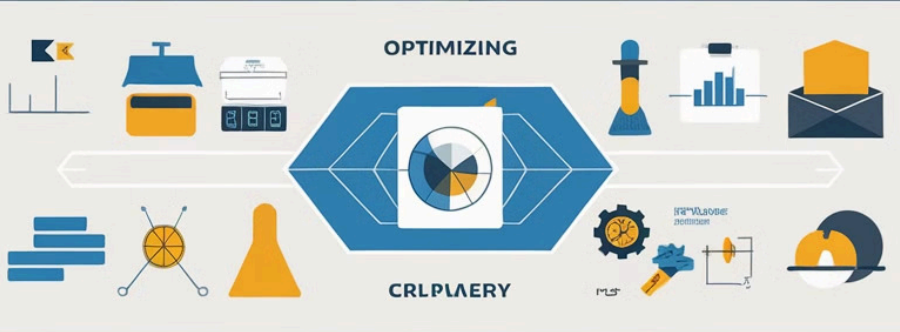
- 1 Invest in Creative Testing**  
Continuously experiment with visuals and copy to discover what resonates most with your audience.
- 2 Monitor Metrics Closely**  
Metrics like ROAS and CPR provide actionable insights for fine-tuning campaigns.
- 3 Scale Gradually**  
Abrupt budget increases can destabilize performance, so scale ads methodically while analyzing results.

# The Power of Strategic Advertising



Facebook advertising isn't just about setting up campaigns; it's about crafting a strategy that evolves with data. By employing these strategies, businesses can achieve scalable growth and high returns on investment.





# Campaign Timeline

- 1** — **Late July**  
Initial campaign launch with \$285.75 spend, 29 purchases, and 19.22 ROAS
- 2** — **Early August**  
ROAS dip to 17.35, implementation and testing of new strategies
- 3** — **Mid-September**  
Scaled to \$100/day budget, 174 weekly purchases, 37.52 ROAS



# Ad Creative Optimization



## Carousel Ads

Showcased multiple products in a single ad unit



## Video Formats

Engaged audiences with dynamic product demonstrations



## Feature Highlights

Focused on key product benefits, outperforming generic ads by 25% in CTR

# Audience Segmentation Strategy

1

## Broad Targeting

Initial wide audience to gauge interest

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2

## Interest-Based Refinement

Narrowed to segmented groups of car enthusiasts

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3

## Engagement Targeting

Focused on users who interacted with relevant interests

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4

## Lookalike Audiences

Based on recent purchasers for optimal performance

# Budget Allocation Strategy

1

## Conservative Start

Began with a low daily budget to test the campaigns

2

## Performance Analysis

Closely monitored ROAS and other key metrics

3

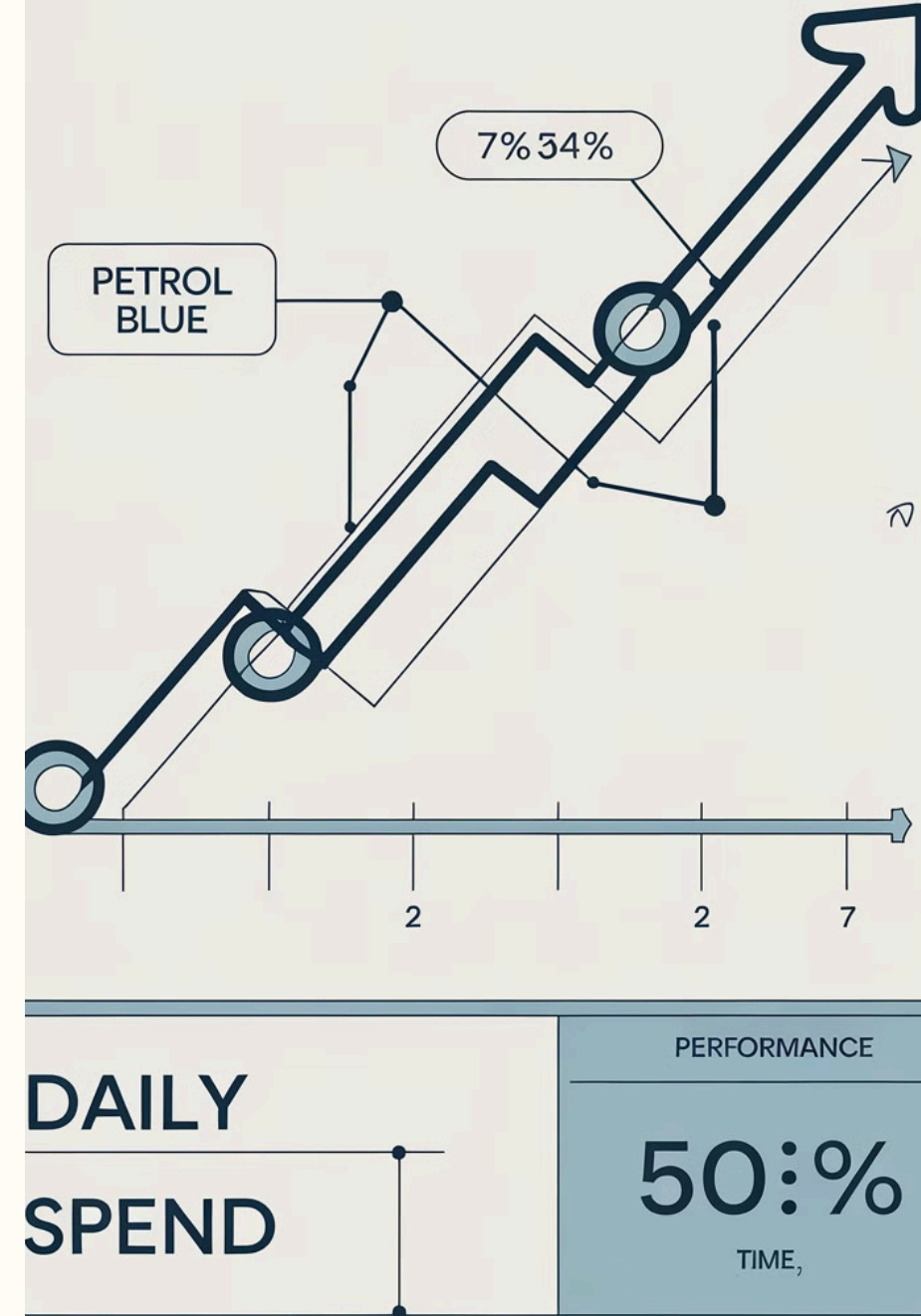
## Gradual Scaling

Incrementally increased budget based on positive results

4

## Optimal Spend

Reached \$100/day by mid-September for maximum efficiency





# Conclusion: Transforming Ad Performance

## 610 Total Purchases

Achieved over the seven-week campaign period

## \$68,000+ Conversion Value

Demonstrating significant return on investment

## Scalable Growth

An average ROAS 26.78 validates the strategies for continuous improvement

By employing these data-driven strategies and continuous optimization, businesses can achieve remarkable growth through Facebook advertising. Ready to transform your ad performance? Let's get started!

