



Boosting ROAS and Sales: A Kids' Clothing Store's Facebook Ads Success

The case study explores the transformation of a struggling Facebook and Instagram ad campaign for an online kids' clothing store. Through strategic optimizations and data-driven decisions, the campaigns evolved from underperforming to achieving remarkable results, driving more purchases and significantly improving return on ad spend (ROAS).



by **Dian Tankov**

Initial Performance



Initial Performance and Challenges

4

Purchases

Initial weekly purchases

259

Link Clicks

Clicks generated in first week

35

Add-to-Carts

Items added to cart initially

0.43

ROAS

Initial Return on Ad Spend

The campaign's initial performance from May 18 to May 24 revealed significant room for improvement. High cost-per-purchase and underperforming creative assets were the primary challenges, necessitating a strategic overhaul to enhance efficiency and relevance to the target audience.



Key Optimization Strategies

1

Audience Refinement

Created lookalike audiences based on previous purchasers and website visitors. Added segmented targeting audience focused on parenting and kids' fashion.

2

Creative and Copy Testing

Rolled out new image-based and video ads showcasing kids in seasonal outfits. Tested multiple ad copies emphasizing discounts, free shipping offers, and premium quality.

3

Campaign Structure Adjustments

Paused underperforming campaigns to reallocate budgets. Implemented dynamic ads for retargeting cart abandoners.

4

Optimizing for Conversion

Leveraged Facebook's conversion optimization to focus on purchase events. Adjusted bid strategies and increased daily budgets for high-performing campaigns.



Progressive Improvements Over Time

1

June 15 - June 21

Purchases increased to 14, ROAS rose to 1.39. Valuable insights gathered for future fine-tuning.

2

August 17 - August 23

31 purchases, 165 add-to-carts, ROAS of 2.89. Significant upward trend demonstrating effectiveness of optimizations.

3

October 4 - October 10

Best results: 53 purchases, 584 link clicks, 287 add-to-carts, ROAS of 5.11. Remarkable transformation from initial period.

Final Week Results and Achievements

53

Purchases

Final week's purchases

584

Link Clicks

Clicks in final week

287

Add-to-Carts

Final week's cart additions

5.11

ROAS

Final Return on Ad Spend

The final week's results showcased a dramatic improvement from the initial period. Cost-per-purchase dropped substantially, while purchase conversion value increased significantly, demonstrating the success of the optimization strategies.



Total Campaign Performance

Ad Spend and Revenue

Total ad spend: \$9,426.57

Purchase conversion value: \$29,776.15

Overall ROAS: 3.16

Engagement Metrics

Total purchases: 479

Link clicks: 20,032

Add-to-carts: 3,281

Campaigns Overview

ids ⚡ Had delivery ⚡ Active ads + More views 📅 18 May 2024 - 10 Oct 2024

Search: Name, ID or metrics

Ad sets 📄 Ads

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

Campaign	Results	Cost per result	Amount spent	Purchase ROAS (return on ad...)	Purchases conversion...	Link clicks	Adds to cart
Broad Audiences - diandigital	48 Website purchases	\$25.06 Per purchase	\$1,203.07	1.60	\$1,924.61	1,790	260
Detailed Targeting Audiences - diandigital	151 Website purchases	\$19.36 Per purchase	\$2,924.09	3.23	\$9,442.32	6,521	1,084
Testing New Ads & Audiences - diandigital	65 Website purchases	\$22.20 Per purchase	\$1,442.98	2.71	\$3,910.89	2,746	388
Lookalike Audiences - diandigital	126 Website purchases	\$19.37 Per purchase	\$2,440.96	3.44	\$8,395.52	5,503	922
Retargeting Audiences - diandigital	89 Website purchases	\$15.90 Per purchase	\$1,415.47	4.31	\$6,102.81	3,472	627
Results from 5 campaigns ⓘ	479 Website purchases	\$19.68 Per purchase	\$9,426.57 Total Spent	3.16 Average	\$29,776.15 Total	20,032 Total	3,281 Total

Lessons Learned: Creative Assets Matter



Vibrant Visuals

Bright, kid-focused images and videos drove higher engagement and conversions.



Seasonal Trends

Aligning creative assets with seasonal themes resonated well with the target audience.



Performance Tracking

Regular analysis of creative performance guided optimization efforts.

The success of the campaign highlighted the crucial role of creative assets in driving engagement and conversions. Bright, kid-focused visuals that highlighted seasonal trends proved to be particularly effective.



Lessons Learned: Data-Driven Decisions



Regular Analysis

Continuous monitoring of performance metrics allowed for timely adjustments and improvements.



Iterative Optimization

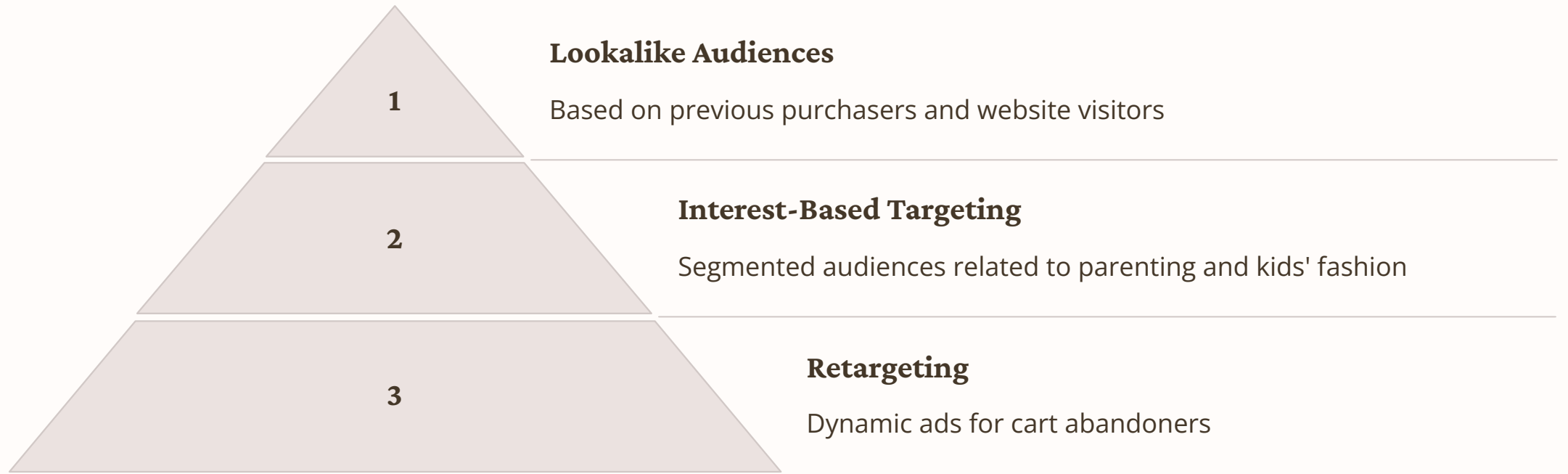
Incremental changes based on data insights led to sustained success over time.



Performance-Based Budget Allocation

Reallocating budgets to high-performing campaigns maximized overall ROAS.

Lessons Learned: Focus on Audience Segmentation



The exceptional performance of lookalike and retargeting audiences underscored the importance of reaching the right users. Precise audience segmentation proved to be a key factor in the campaign's success.



Key Takeaways

Strategic Optimization

Continuous refinement of campaigns based on performance data is crucial for success.

Creative Excellence

High-quality, relevant creative assets significantly impact engagement and conversions.

Audience Targeting

Precise audience segmentation and retargeting strategies drive better results.

Data-Driven Approach

Regular analysis and data-based decisions lead to sustained improvement over time.

Conclusion

Transformation

This case study demonstrates how strategic optimization and detailed campaign management can dramatically improve ad performance. The online kids' clothing store saw a significant increase in purchases and ROAS through targeted campaigns, effective ad creatives, and regular data analysis.

Implications

The success of the campaigns highlights the potential for a businesses to achieve outstanding results through tailored advertising strategies. It underscores the importance of continuous optimization and data-driven decision-making in social media advertising.

Elevate Your Advertising Game

1

Assess Current Performance

Analyze your existing campaigns

2

Develop Tailored Strategy

Create a customized plan for your business

3

Implement and Optimize

Execute strategy with continuous refinement

4

Achieve Outstanding Results

Realize improved ROAS and conversions

Ready to transform your advertising performance? Let's work together to develop tailored strategies that drive results for your business.