



Jewelry Store Facebook Ads Success: \$83K in Revenue and 11.53 ROAS

A case study on maximizing ROAS, driving quality traffic, and increasing purchases while optimizing costs for a jewelry store's ad campaigns from September to November 2024 (a period of two months).



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Campaigns Overview

ads ⚡ Had delivery ⚡ Active ads + More views 📅 9 Sep 2024 - 12 Nov 2024

me, ID or metrics

1s 🗪 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
Advantage+ Audiences - diandigital	29 Website purchases	\$24.05 Per purchase	\$697.59	5.19	\$3,622.53	3,201	198
Detailed Targeting Audiences - diandigital	189 Website purchases	\$10.96 Per purchase	\$2,071.83	12.27	\$25,428.07	9,821	1,372
Testing New Audiences - diandigital	86 Website purchases	\$11.48 Per purchase	\$987.18	8.23	\$8,119.95	4,765	521
Testing New Ads - diandigital	57 Website purchases	\$15.77 Per purchase	\$898.83	7.50	\$6,739.07	4,135	345
Lookalike Audiences - diandigital	156 Website purchases	\$9.95 Per purchase	\$1,552.09	13.54	\$21,008.82	7,289	987
Retargeting Audiences - diandigital	114 Website purchases	\$8.85 Per purchase	\$1,009.35	18.13	\$18,298.36	5,011	755
Results from 6 campaigns ⓘ	631 Website purchases	\$11.44 Per purchase	\$7,216.87 Total Spent	11.53 Average	\$83,216.80 Total	34,222 Total	4,178 Total



Initial Challenges

Fluctuating ROAS

Return on ad spend varied inconsistently across campaigns.

Inconsistent Purchases

Sales trends were unpredictable and unstable.

High Costs

Cost per purchase was initially high, affecting profitability.

Data-Driven Audience Targeting

1

Lookalike Audiences

Created from website visitors, past purchasers, and high-intent users.

2

Retargeting Campaigns

Focused on abandoned cart users.

3

High ROAS

Retargeting campaigns peaked at around 40 ROAS in certain periods.



Creative Refresh and Testing

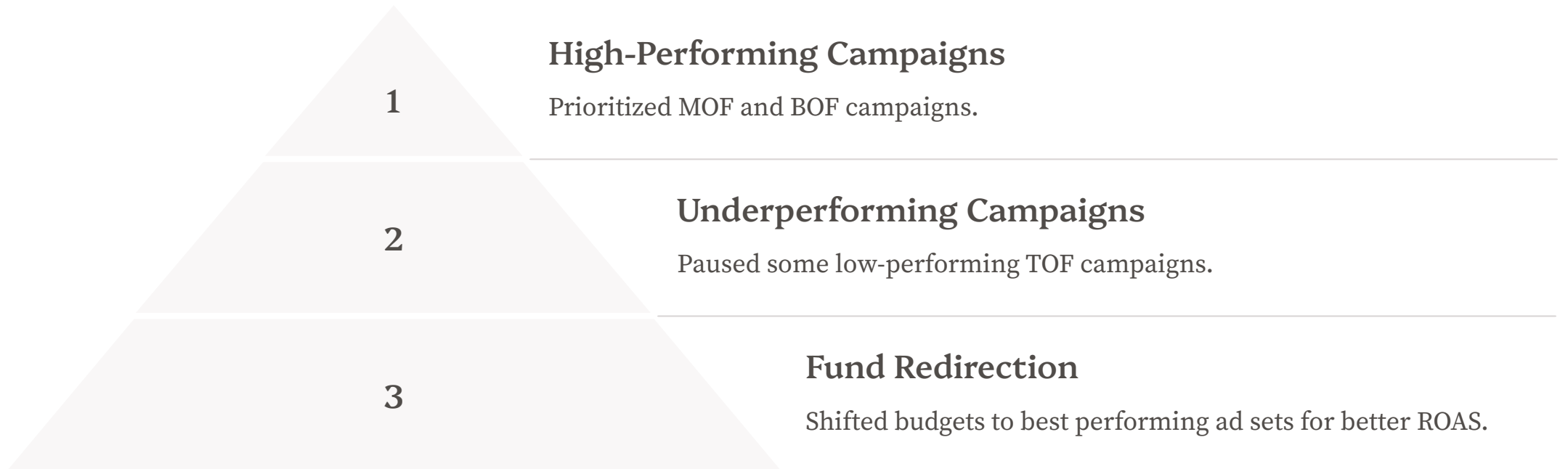
Bi-Weekly A/B Tests

Conducted tests on visuals, ad copy, and CTAs to improve performance.

Carousel Ads

Switching from static images to carousel ads increased engagement by 22%.

Budget Optimization



Event Tracking and Conversion Goals



Add to Cart

Optimized for this event to target high-value users.



Purchase

Focused on driving final conversions.

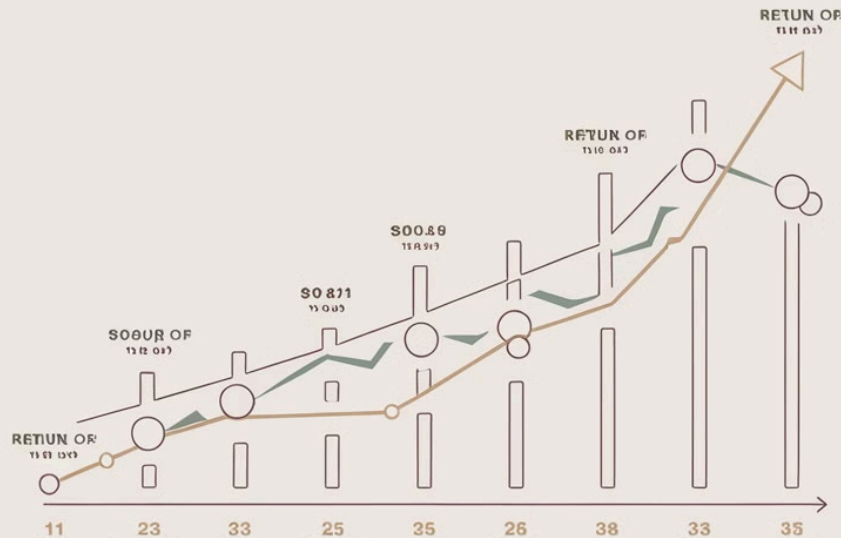


Interest-Based Audiences

Added new audiences to refresh TOF campaigns.



Performance Over Time



1

Period 1: Initial

77 Purchases, ROAS: 3.97. TOF campaigns underperformed.

2

Period 2: Mid-Optimizations

251 Purchases, ROAS: 10.95. New audiences and increased retargeting and lookalike ad sets budget.

3

Period 3: Best Results

303 Purchases, ROAS: 14.89. Established a balanced funnel.

Key Milestones Achieved

\$28.32

Initial Cost Per Purchase

Average cost at campaign inception.

\$7.57

Optimized Cost Per Purchase

Reduced cost in final periods.

19.43

Peak ROAS

Highest return on ad spend achieved for one week.

\$83K

Total Conversion Value

Exceptional returns for the jewelry store.





Insights and Learnings

Retargeting Success

Consistently drove highest returns, especially with fresh audience data.

Creative Updates

Regular refreshes maintained user interest and improved CTR.

Dynamic Budget Allocation

Ensured continuous optimization by funding high-performing campaigns.



Conclusion

Strategic audience targeting, creative testing, and dynamic budget management transformed the jewelry store's ad campaign performance, showcasing adaptability across different marketing funnel stages.



CAMPAIGN RESULTS

Total Campaign Results

631

Total Purchases

Number of successful conversions.

\$7.2K

Total Amount Spent

Investment in ad campaigns.

\$83K

Total Conversion Value

Revenue generated from campaigns.

11.53

Average ROAS

Overall return on ad spend.

Ready to Scale Your Ad Campaigns?

Achieve similar success for your online store. Let's work together to scale your ad campaigns effectively and maximize profitability.

