



Facebook ads ROAS of 13.78 within 3 weeks for a Football T-Shirt Store

Around the time of Euro 2024, I worked on a project for an online football t-shirt store to boost sales through Facebook and Instagram Ads. Over three weeks, I implemented strategic ad optimizations that yielded remarkable results, overcoming initial challenges such as high cost-per-purchase and fluctuating ROAS.



by **Dian Tankov**

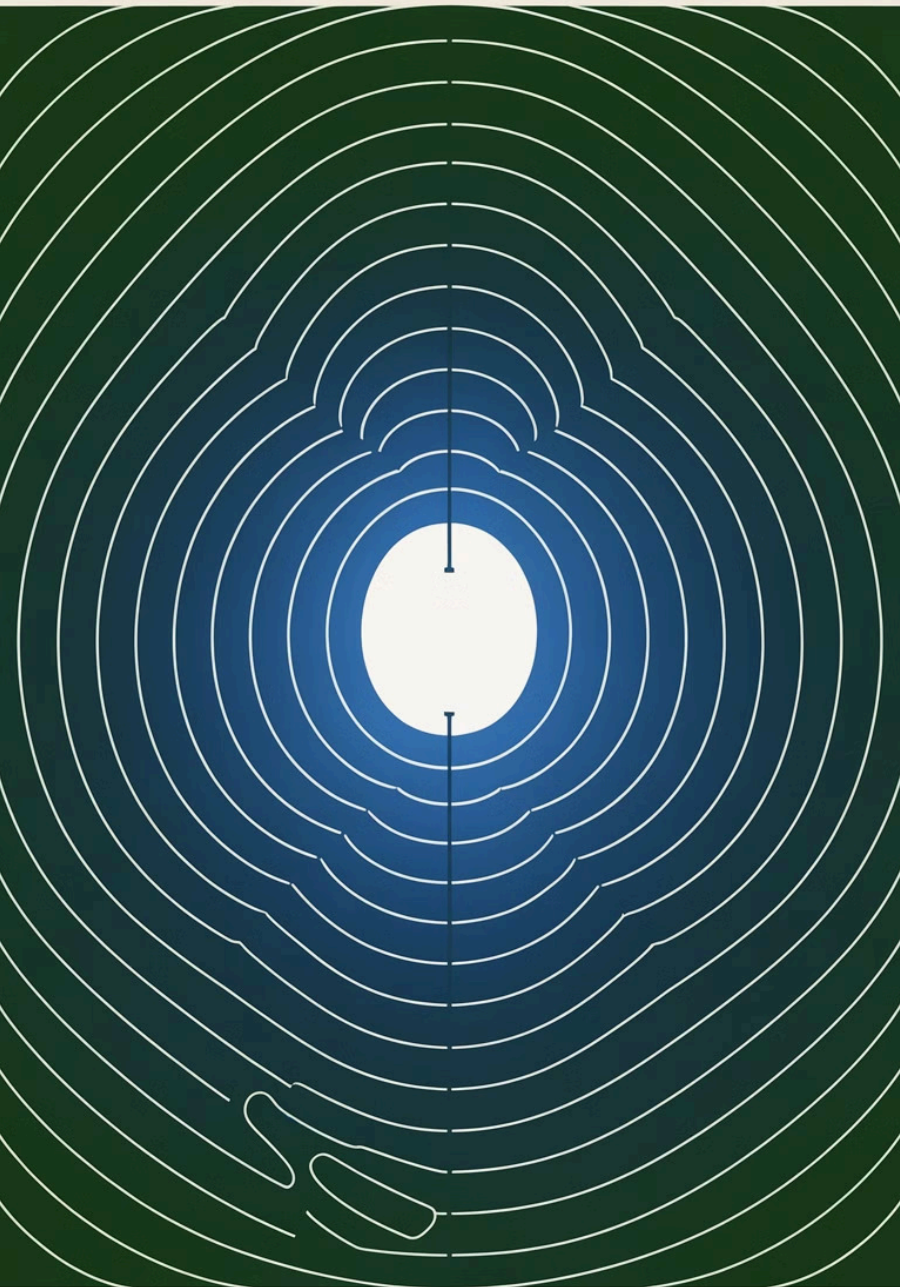
Challenges and Strategy

Challenges

- High initial cost-per-purchase
- Fluctuating ROAS across campaigns
- Periodic dips in engagement metrics

Strategy

- Data-driven audience targeting
- Creative optimization
- Strategic budget allocation
- Dynamic campaign adjustments



Data-Driven Audience Targeting

Lookalike Audiences

Leveraged Lookalike Audiences based on website visitors, Add to Carts, and Purchasers to reach potential customers with similar characteristics.

Retargeting

Implemented retargeting strategies for abandoned carts to re-engage potential customers who showed interest but didn't complete their purchase.

Creative Optimization



Customer Testimonials

Incorporated genuine customer reviews to build trust and credibility.



Dynamic Product Ads

Showcased football t-shirts with team logos to capture fan interest.



A/B Testing

Tested various elements including headlines, CTAs, and visuals for optimal performance.



Thematic Ad Copies

The ad copies resonated with the ongoing football competition Euro 2024.



Budget Allocation and Campaign Adjustments

1

Identify High Performers

Analyzed campaign data to identify top-performing ad sets.

2

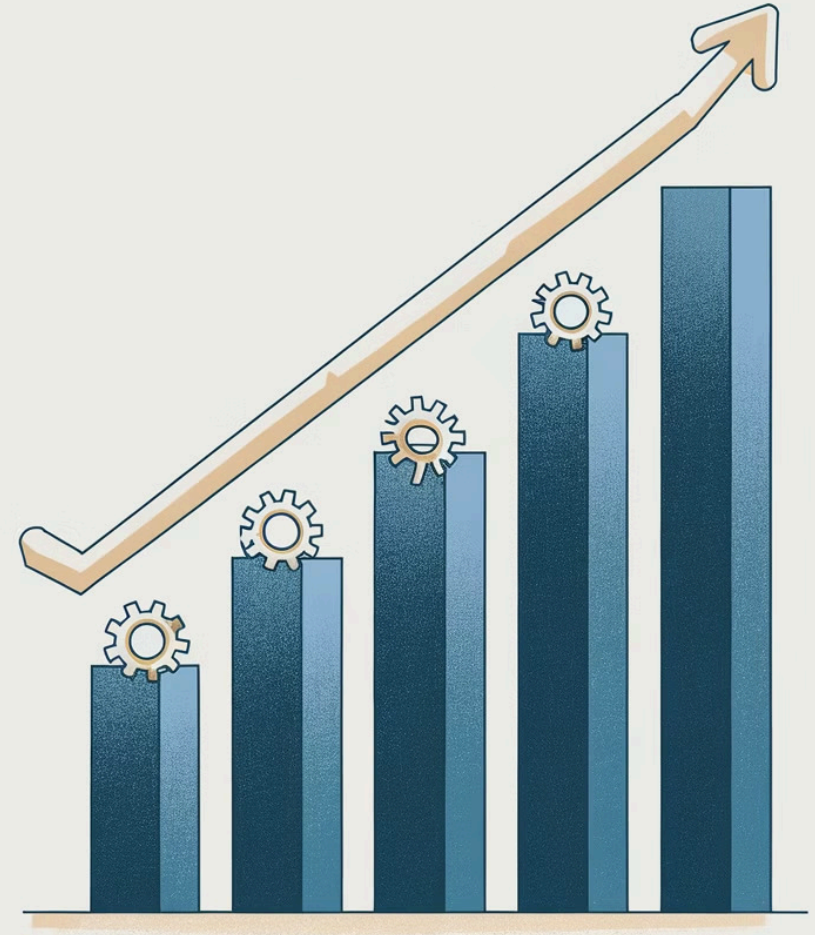
Reallocate Budget

Shifted budget from underperforming campaigns to high-performing ad sets.

3

Scale Success

Scaled successful strategies, ensuring consistent ROI growth.



Campaigns Overview

11 ads Had delivery Active ads + More views 3 Jun 2024 - 23 Jun 2024

Search: name, ID or metrics

Campaigns 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 spend)	Purchases conversion value	Link clicks
Advantage+ audience - diandigital	38 Website purchases	€5.26 Per purchase	€199.78	7.62	€1,522.35	893
Segmented targeting audiences - diandigital	71 Website purchases	€4.72 Per purchase	€334.79	13.66	€4,574.06	1,678
Lookalike audiences - diandigital	61 Website purchases	€4.39 Per purchase	€267.52	16.75	€4,480.68	1,411
Retargeting audiences - diandigital	55 Website purchases	€4.24 Per purchase	€232.93	15.81	€3,682.45	1,182
Results from 4 campaigns ⓘ	225 Website purchases	€4.60 Per purchase	€1,035.02 Total Spent	13.78 Average	€14,259.54 Total	5,164 Total



Weekly Performance Breakdown

1

Week 1 (June 3-9, 2024)

Top-performing ads achieved strong ROAS of 8.89. This strategy was identified for scaling in subsequent weeks.

2

Week 2 (June 10-16, 2024)

Purchases peaked this week as we implemented learnings from Week 1. Continued to optimize for better performance.

3

Week 3 (June 17-23, 2024)

Cost Per Purchase reached its lowest point. ROAS remained consistently above industry benchmarks reaching 17.01 for the week.



Key Results Over Three Weeks

225

Total Purchases

Significant increase from 35 in the first week to a total of 225 over three weeks.

€14,259

Total Purchase Value

Achieved an impressive total purchase conversion value of €14,259.54.

13.78

Overall ROAS

Maintained a strong Return on Ad Spend, consistently above industry benchmarks.

Key Optimizations

Bid Adjustments

Fine-tuned bids for better control over cost-per-click, leading to improved efficiency.

Fresh Creatives

Introduced new ad creatives every 7 days to combat ad fatigue and maintain engagement.

Placement Testing

Optimized ad delivery by testing different placement strategies, such as Facebook Stories vs. News Feed.



Conclusion

This case study demonstrates the power of a structured, data-driven approach in driving significant improvements in ad performance. Despite initial challenges, the strategic adjustments led to reduced cost per purchase, improved ROAS, and scaled revenue for the client's online football t-shirt store.

By addressing performance dips and focusing on scaling success, I helped the store grow sales while optimizing ad spend, achieving an impressive overall ROAS of 13.78.



Ready to Boost Your Sales?



Let's apply these proven strategies to your Facebook Ads campaigns and achieve similar remarkable results for your business.