

Maximizing ROI: 11-Week Facebook Ad Transformation for Baby Products

This case study outlines how, over 11 weeks starting in July 2024, strategic adjustments were implemented to optimize Facebook ad campaigns for an online baby product store. The process drove consistent improvements and delivered measurable results, transforming campaign performance and achieving remarkable growth.



by **Dian Tankov**



Campaign Overview

1

Week 1: July 10 – July 16, 2024

Amount Spent: \$455.02

Purchases: 7

Purchase Conversion Value: \$758.35

ROAS: 1.67

2

Week 5: August 7 – August 13, 2024

Amount Spent: \$1,148.68

Purchases: 26

Purchase Conversion Value: \$3,139.51

ROAS: 2.73

3

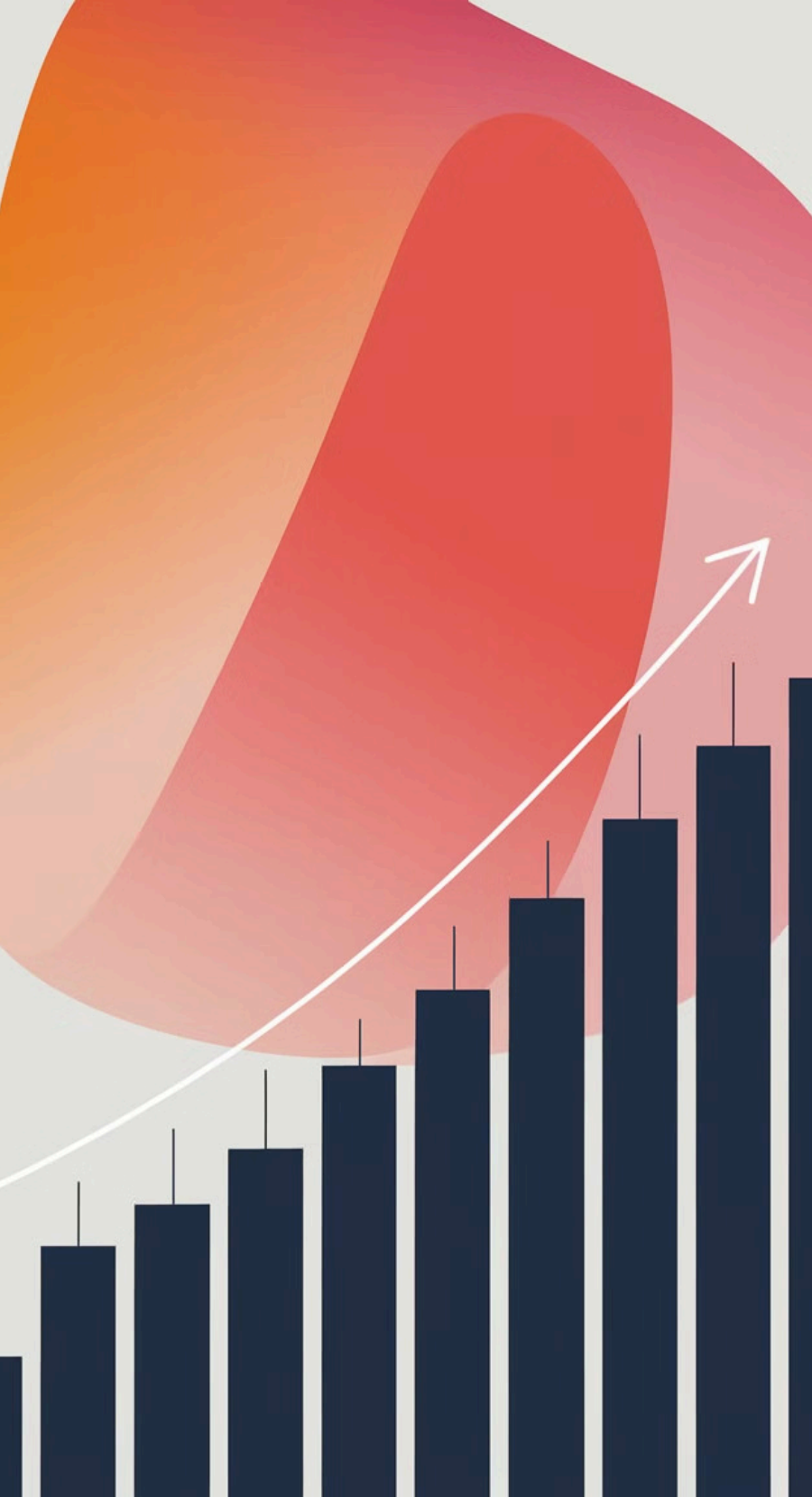
Week 11: September 18 - September 24

Amount Spent: \$1,563.10

Purchases: 65

Purchase Conversion Value: \$7,835.90

ROAS: 5.01



Key Strategy: Audience Refinement

Shift from Broad to Defined Audiences

Early campaigns targeted broad demographics. The strategy shifted to more defined audiences for better targeting.

Lookalike Audiences

Utilized lookalike audiences based on purchase behavior to reach potential customers with similar profiles to existing ones.

Retargeting

Implemented retargeting campaigns focusing on website visitors and past customers to increase conversion rates.



Key Strategy: Creative Optimization

Biweekly Refresh

To maintain engagement and prevent ad fatigue, ads were refreshed every two weeks. This regular update kept the content fresh and relevant to the audience.

Highlight Offers and Testimonials

Creatives were designed to showcase limited-time offers, creating a sense of urgency. Customer testimonials were also incorporated to build trust and credibility with potential buyers.

Key Strategy: Budget Allocation

1

Analyze Performance

Regularly review the performance of each campaign and ad set.

2

Identify Winners

Determine which campaigns and ad sets are delivering the best results.

3

Adjust Budgets

Increase budgets for high-performing campaigns and reduce for underperforming ones.

4

Monitor and Repeat

Continuously monitor performance and make further adjustments as needed.



Key Strategy: Data-Driven Decision Making

Utilize Facebook Ads Manager

Leveraged the analytics tools in Facebook Ads Manager to gather comprehensive data on campaign performance.

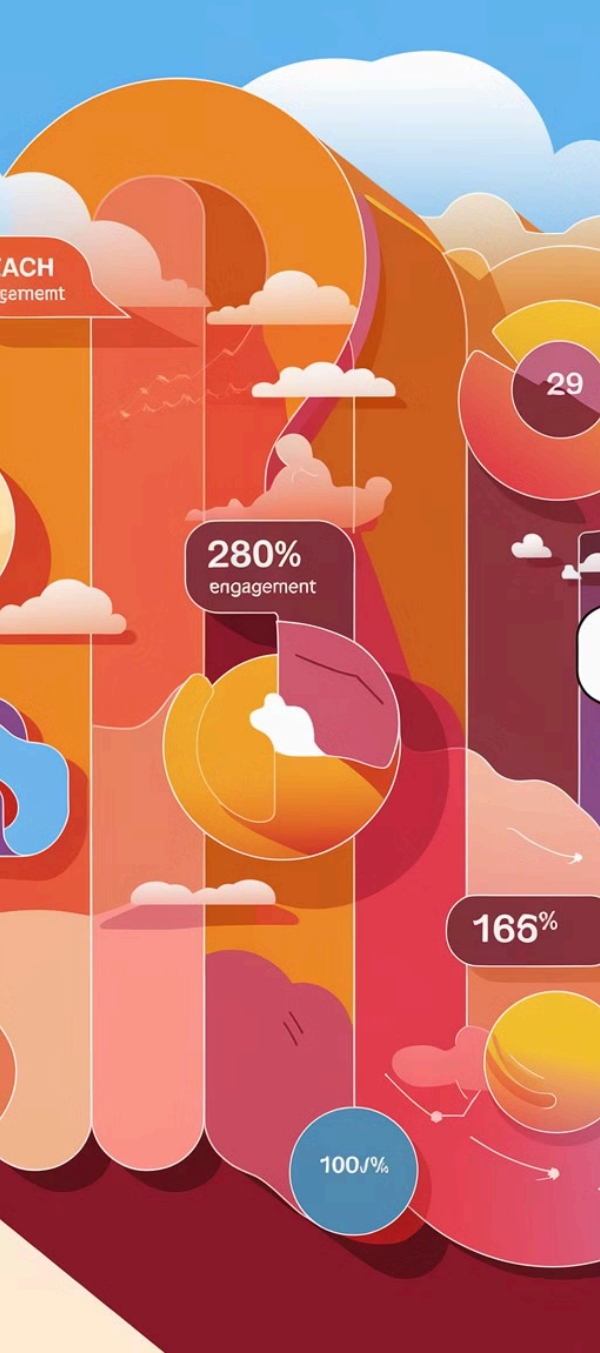
Identify Trends

Analyzed data to identify emerging trends and patterns in user behavior and ad performance.

Test New Strategies

Used insights to develop and test new strategies, ensuring every adjustment was backed by measurable data.





Overall Campaign Performance

\$9,462.08

Total Ad Spend

Investment in Facebook advertising over 11 weeks

347

Total Purchases

Number of successful conversions

\$30,783.47

Total Purchase Value

Revenue generated from ad-driven sales

3.25

Average ROAS

Average Return on Ad Spend for the entire period

Campaigns Overview

ds ⚡ Had delivery ⚡ Active ads + More views 📅 10 Jul 2024 - 18 Sep 2024

ie, ID or metrics

5 🗪 Ad sets 📄 Ads

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

Campaign	Results	Cost per result	Amount spent	Purchase ROAS...	Purchases conversion value	Link clicks	Adds to cart
Broad audiences - diandigital	29 Website purchases	\$48.04 Per purchase	\$1,393.02	1.38	\$1,925.59	2,808	285
Testing detailed targeting audiences - diandigital	52 Website purchases	\$32.27 Per purchase	\$1,678.08	2.88	\$4,837.51	3,425	378
Winning detailed Targeting Audiences - diandigital	109 Website purchases	\$26.85 Per purchase	\$2,927.03	3.53	\$10,345.06	8,562	912
Retargeting audiences - diandigital	69 Website purchases	\$19.87 Per purchase	\$1,371.33	3.79	\$5,192.75	3,885	531
Lookalike Audiences - diandigital	88 Website purchases	\$23.78 Per purchase	\$2,092.62	4.05	\$8,482.56	4,907	783
Results from 5 campaigns ⓘ	347 Website purchases	\$27.27 Per purchase	\$9,462.08 Total Spent	3.25 Average	\$30,783.47 Total	23,587 Total	2,889 Total

Impact of Optimization Strategies



Consistent ROAS Improvement

Steady increase in Return on Ad Spend over 11 weeks, peaking at 5.01



Enhanced Customer Engagement

Increased link clicks and interaction with ad content



Boosted Sales Volume

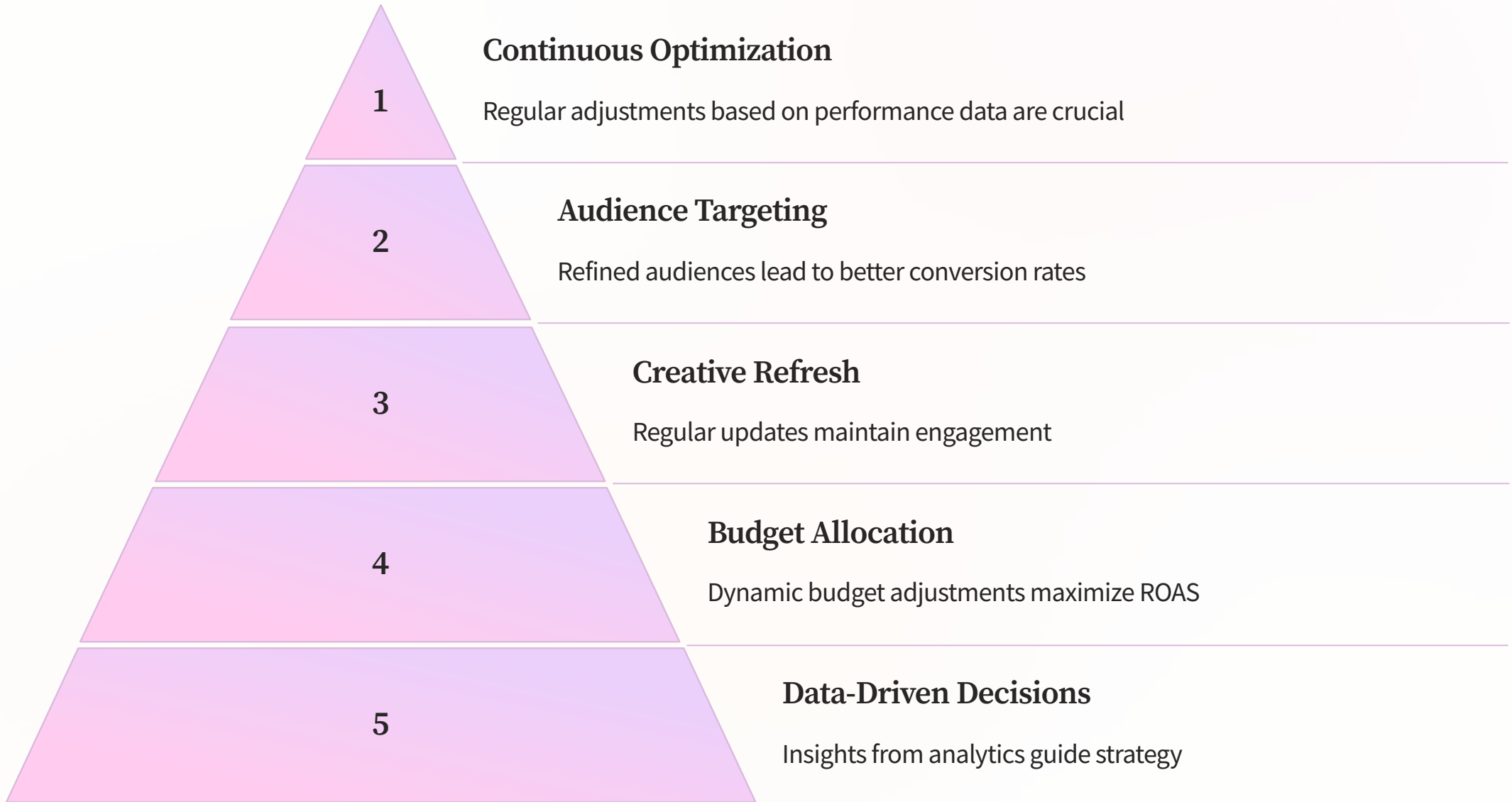
Significant increase in number of purchases and total purchase value



Optimized Ad Spend Efficiency

Better allocation of budget to high-performing campaigns

Key Learnings



Conclusion

This campaign transformation highlights the importance of continuous testing, optimization, and data-driven strategies in Facebook advertising. By refining audiences, refreshing creatives, and optimizing budgets, we achieved remarkable growth in campaign performance for the baby products store.

The consistent improvement in ROAS, from 1.67 in Week 1 to 5.01 by Week 11, demonstrates the effectiveness of the implemented strategies. This success story underscores the potential for significant ROI when Facebook ad campaigns are managed with a strategic, data-informed approach.

