

New Account Growth Triumph: Furniture Online Store

Discover how an online furniture store achieved exceptional results in just two months through a strategic approach to Facebook and Instagram advertising.



by **Dian Tankov**



Campaign Performance Summary

74

Purchases

Generated a significant number of purchases, demonstrating the effectiveness of the campaign strategy.

\$5,323.47

Total Spent

Managed a controlled budget, ensuring efficient utilization of resources for maximum return on investment.

\$30,756.18

Conversion Value

Achieved a substantial conversion value, exceeding initial expectations and demonstrating the power of targeted advertising.

5.78

ROAS

Generated a strong return on ad spend, highlighting the effectiveness of the campaign strategy and its positive impact on the business.

Building a Strong Foundation

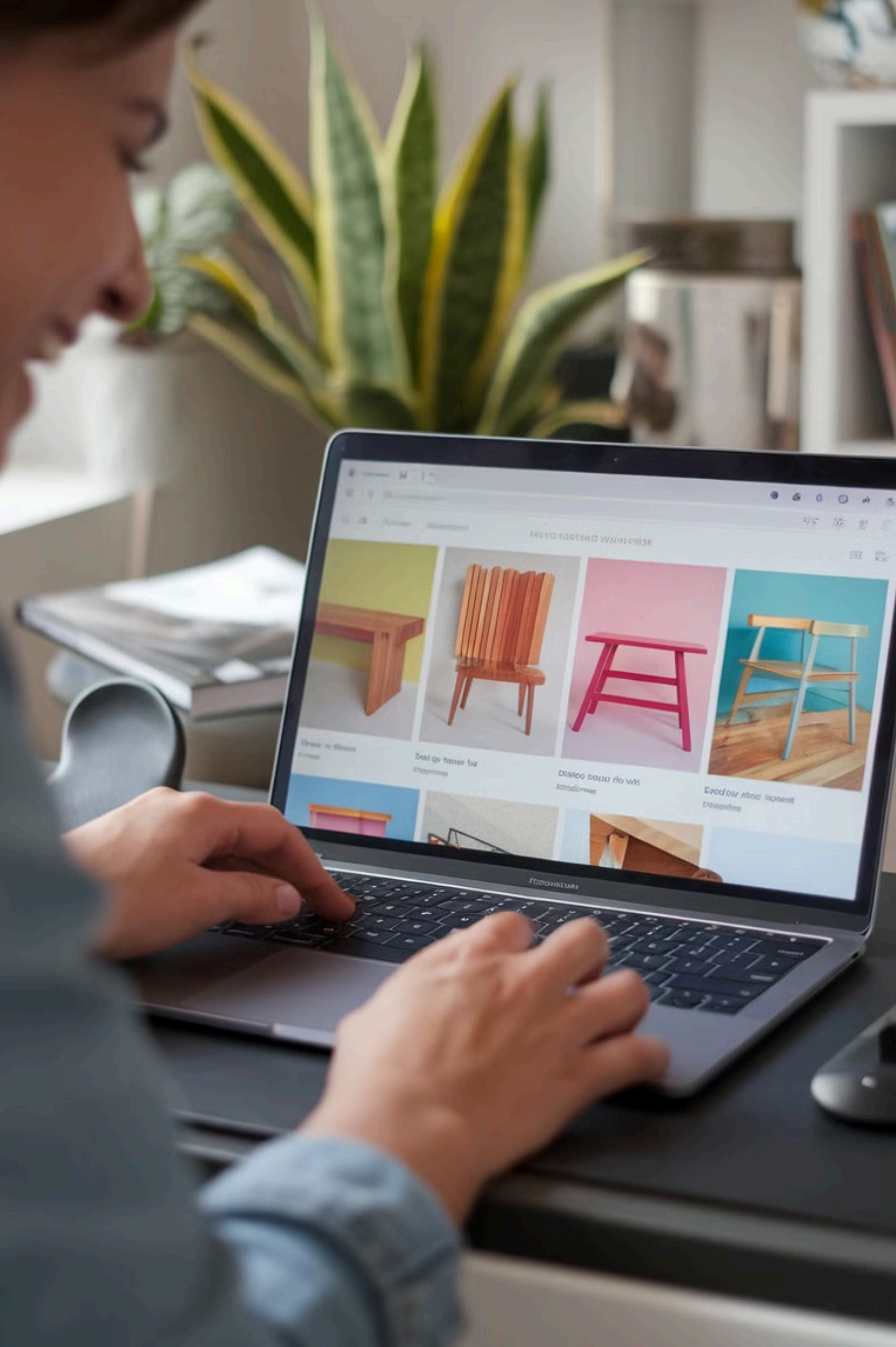
Traffic Campaign

The initial traffic campaign was crucial for generating awareness and gathering valuable pixel data for future targeting.

Budget Management

Starting with a modest daily budget of \$50 and scaling to \$150 ensured sufficient data for optimization and effective decision-making.





Converting Interest into Sales

Conversions Campaign

Segmented detailed targeting audiences with high purchase intent, leveraging unique selling points and discounts to maximize the conversion rate.

Retargeting Campaign

Re-engaged website visitors who showed interest but didn't convert, offering incentives and reminding them of abandoned carts.



Scaling Success with Lookalike Audiences



Lookalike Targeting

Expanded the customer base by identifying potential buyers with shared behaviors and interests based on existing customers.



Testimonials and Reviews

Incorporated customer testimonials and reviews into ad creative to build trust and demonstrate product quality.

3277483964082486 (32... Updated 48 minutes ago Review and publish ...

Had delivery Active ads Had delivery + More views 3 Apr 2024 - 5 Jun 2024

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Ad sets Ads

Duplicate Edit A/B test More Columns: Custom Breakdown Reports Export Charts

Campaign	Results	Purchases	Cost per result	Amount spent	Purchases conversion value	Purchase ROAS (return on ad spend)	Adds to cart	Link clicks
Traffic Campaign - diandigital	1890 Link clicks	—	\$0.22 Per link click	\$415.86	\$0.00	—	38	1890
Broad Audiences - diandigital	— Website purchase	—	— Per purchase	\$197.67	\$0.00	—	29	434
Lookalike Audiences - diandigital	15 Website purchase	15	\$75.38 Per purchase	\$1,130.75	\$4,017.39	3.55	340	1156
Retargeting Audiences - diandigital	11 Website purchase	11	\$50.76 Per purchase	\$558.32	\$1,395.34	2.50	133	540
Detailed Targeting Audiences - diandigital	48 Website purchase	48	\$62.93 Per purchase	\$3,020.87	\$25,343.45	8.39	617	2242
Results from 5 campaigns	— Multiple conversions	74 Total	— Multiple conversions	\$5,323.47 Total Spent	\$30,756.18 Total	5.78 Average	1,157 Total	6,262 Total

Campaign Performance Summary

The campaigns success is attributed to the strategic use of Facebook and Instagram ads, combined with effective targeting and optimization.

Moving Forward with Success

1

Continue Testing

Experiment with new ad formats, creative approaches, and targeting strategies to further optimize performance.

2

Expand Audiences

Utilize more lookalike audiences and interest-based targeting to reach new potential customers and broaden market reach.

3

Leverage Data

Analyze campaign data to identify trends and insights, allowing for continuous improvement and strategic decision-making.



Conclusion: A Winning Formula

Through a comprehensive and data-driven approach, the campaigns achieved exceptional results, exceeding expectations and demonstrating the power of strategic Facebook and Instagram advertising.