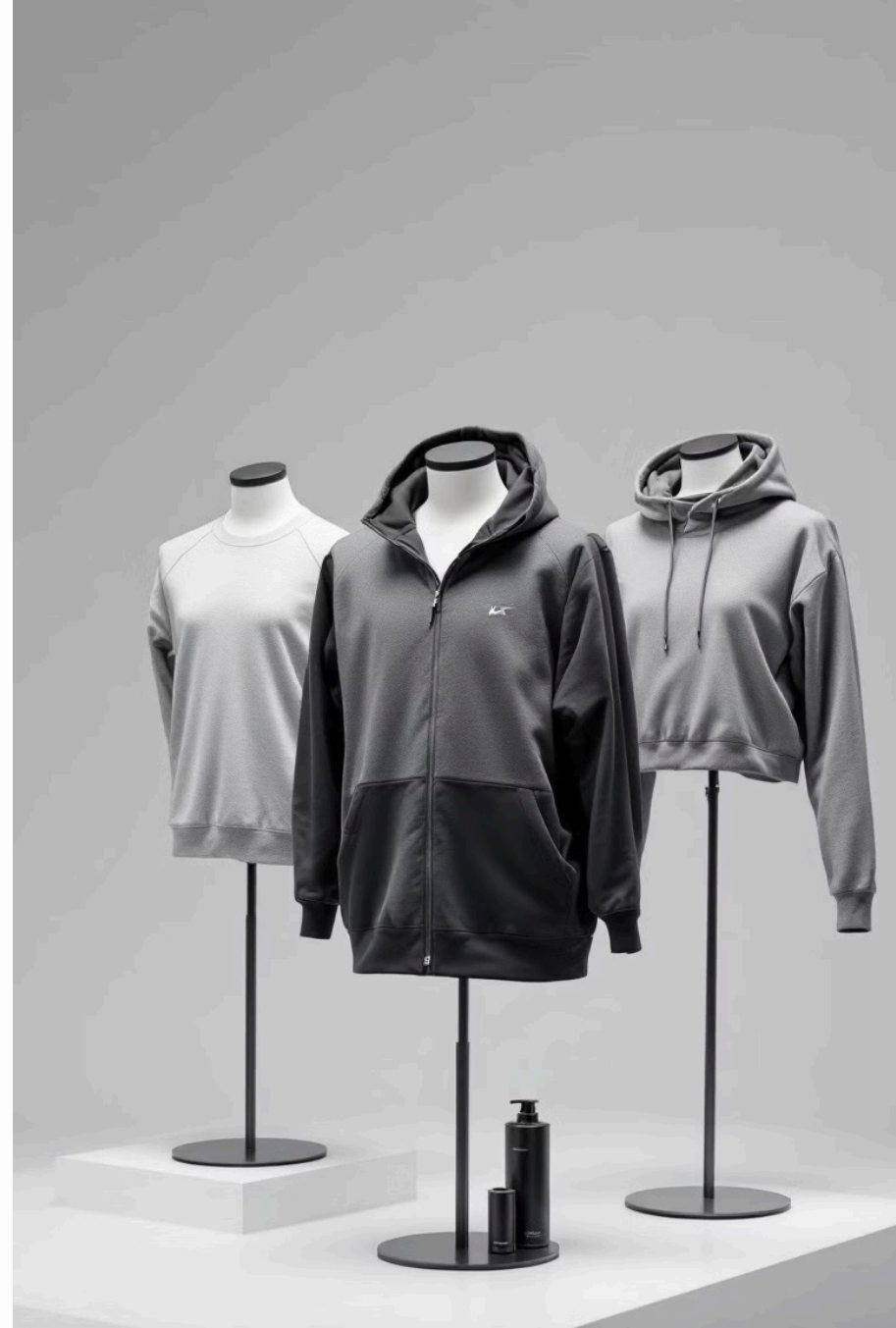


Scaling ROAS from 2.12 to 5.23 for a Sportswear Apparel Brand:

Facebook Ads Success Story

Discover how strategic optimization led to exceptional ROAS for a sportswear online store Facebook and Instagram advertising campaigns from January to April 2024.

 by Dian Tankov



Campaigns Overview

- Average ROAS of 3.79 for 3 months
- First week of the period ROAS - 2.12
- Last week of the period ROAS - 5.23
- Total Purchases - 392 for 3 months
- Total Add to Carts - 1503
- Amount Spent - £5,753.11
- Purchases Value - £21,804.29

The screenshot shows a dashboard for 'diandigital' with a table of campaign results. The table includes columns for Campaign, Results, Cost per result, Amount spent, Adds to cart, Link clicks, Purchase ROAS, and Purchases conversion value. The data is summarized for 7 campaigns, showing a total of 392 website purchases, £5,753.11 spent, 1,503 adds to cart, 23,292 link clicks, an average ROAS of 3.79, and a total purchase value of £21,804.29.

Campaign	Results	Cost per result	Amount spent	Adds to cart	Link clicks	Purchase ROAS (return on ad...)	Purchases conversion value
Detailed Targeting Winners - diandigital	89 Website purchase	£13,99 Per purchase	£1244,68	342	5151	4.31	£5365,35
Lookalike campaigns - diandigital	76 Website purchase	£13,75 Per purchase	£1045,27	299	4954	4.38	£4578,48
Retargeting audiences campaigns - diandigital	64 Website purchase	£13,51 Per purchase	£864,79	242	3430	4.49	£3880,82
Detailed Targeting Only Audience 5 - diandigital	37 Website purchase	£16,26 Per purchase	£601,49	126	1953	2.27	£1364,64
Broad Targeting (advantage) - diandigital	35 Website purchase	£18,39 Per purchase	£643,59	117	1857	2.25	£1445,29
Video Ads Only - diandigital	40 Website purchase	£18,64 Per purchase	£745,56	171	2768	3.16	£2356,19
Catalog campaign - diandigital	51 Website purchase	£11,92 Per purchase	£607,73	206	3179	4.63	£2813,51
Results from 7 campaigns	392 Website purchase	£14,68 Per purchase	£5,753.11 Total Spent	1,503 Total	23,292 Total	3.79 Average	£21,804.29 Total

Building the Foundation: Week 1

£182.93

Amount Spent

Initial investment to gather audience insights and engagement data.

1,254

Link Clicks

Strong initial interest in the brand's offerings.

2.12

ROAS

Modest but promising start, setting the stage for future growth.

11

Purchases

In comparison during the final week there were 48 purchases



Gaining Traction: Week 2

1

Improved Targeting

Refined audience strategies to boost engagement.

2

Higher Conversions

36 purchases, or 3 times more compared to Week 1.

3

Increased ROAS

ROAS climbed to 2.78, showing significant improvement.



Optimizing Audiences: Week 3

Lookalike Audiences

Expanded reach to similar high-value customers.

New Creative Formats

Introduced diverse ad types to capture attention.

Improved ROAS

ROAS increased to 3.22, driving campaign success.

Sustained Growth: February Overview

1

Diversified Ad Creatives

Introduced carousel images and videos to maintain audience interest.

2

Fine-tuned Retargeting

Optimized strategies to improve conversion rates among engaged users.

3

Increased Engagement

109 purchases, 3.54 ROAS, 10,014 link clicks and 697 add-to-carts demonstrated growing interest.





Strong Performance: March Overview



Higher Daily Budgets

Increased investment to capitalize on campaign success.



Optimized Targeting

Refined audience segments for improved performance.



Improved ROAS

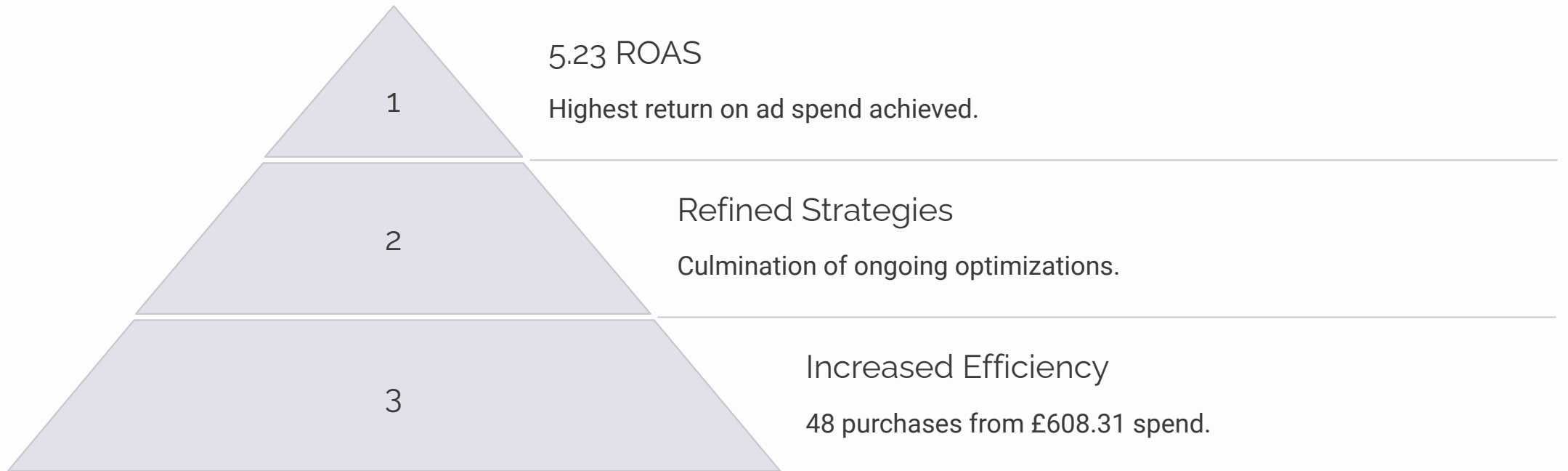
ROAS reached 4.05, showcasing campaign maturity.



More Purchases

A total of 152 purchases during March

Peak Performance: Final Week of the period





Campaign Success: Key Takeaways



Progressive Improvement

ROAS grew steadily, peaking in the final weeks.



Creative Diversity

Various ad formats maintained audience engagement.



Data-Driven Scaling

Budgets increased in line with performance gains to sustain efficiency.



Audience Refinement

Lookalike and retargeting strategies drove results.