



Turning Clicks Into Conversions: Facebook Ads for Street Fashion

This case study explores an 3-month Facebook Ads campaign for an online street fashion store. I'll examine strategies, optimizations, and results that led to significant sales growth.



by **Dian Tankov**

Campaigns Overview

is ⚡ Had delivery ⚡ Active ads + More views 📅 3 Oct 2024 - 26 Dec 2024

🔍 Search by name, ID or metrics

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 value	Adds to cart	Link clicks
Advantage+ Audiences - diandigital	41 Website purchases	\$24.05 Per purchase	\$985.98	1.61	\$1,585.72	288	1,923
Detailed Targeting Audiences - diandigital	109 Website purchases	\$19.58 Per purchase	\$2,133.69	2.92	\$6,232.04	780	4,825
Black Friday Campaign - diandigital	98 Website purchases	\$15.27 Per purchase	\$1,496.83	5.07	\$7,582.06	912	4,109
Lookalike Audiences - diandigital	117 [2] Website purchas...	\$17.58 [2] Per purchase	\$2,056.84	3.47 [2]	\$7,136.53 [2]	893 [2]	5,112
Retargeting Audiences - diandigital	69 Website purchases	\$15.24 Per purchase	\$1,051.55	3.68	\$3,872.05	476	2,481
Christmas SALE campaign - diandigital	57 Website purchases	\$14.72 Per purchase	\$838.82	3.25	\$2,725.09	322	1,889
Results from 6 campaigns ⓘ	491 Website purchases	\$17.44 Per purchase	\$8,563.71 Total Spent	3.40 Average	\$29,133.49 Total	3,671 Total	20,339 Total



Initial Weeks: Steady Progress

1

Testing Phase

Campaigns started modestly, evaluating retargeting and interest-based audiences.

2

Lowest ROAS

First week of October saw 1.25 ROAS with 17 purchases.

3

Optimization

Narrowed audience to high-engagement users and increased retargeting budgets.



Mid-Campaign Adjustments

1

Improvement

Late October saw ROAS reach 2.88 with 57 purchases.

2

Testing

Introduced lookalike audiences and scaled successful ad sets.

3

Optimization

Implemented dynamic creatives highlighting trending fashion styles.

November Challenges

Performance Plateau

November saw ROAS plateau at 3.54. Higher competition during Black Friday affected ad delivery.

Strategic Recalibration

Shifted ad spend to high-performing sets. Developed new creatives for Black Friday offers.

Ending Strong: Record ROAS

Peak Performance

In December the ROAS soar to 4.14, the highest in the campaign.

Purchases

237 purchases with CPP dropping to \$11.34.

Optimization

Increased retargeting budgets for Christmas sales. Refreshed creatives paid off.





Key Learnings



Retargeting Success

Consistently delivered higher ROAS.



Seasonal Fluctuations

Adjusting messaging and timing crucial for mitigating challenges.



Audience Testing

Lookalike audiences of purchasers and Add to Cart users uncovered scaling opportunities.

Audience Segmentation Impact

1

Interest-Based

Initial broad targeting to gauge potential.

2

Segmented-Targeting

Narrowed focus on relevant interests.

3

Lookalike Audiences

Scaled based on successful customer profiles.

4

Retargeting

Highest ROAS, crucial for campaign success.



Conclusion: Transforming Ad Performance

Through strategic optimizations, audience segmentation, and constant monitoring, I achieved a meaningful increase in revenue while maintaining a solid ROAS.

This case study illustrates how understanding data trends and making informed adjustments can transform ad performance, even in competitive niches.