Facebook Ads

PORTFOLIO

Always Deliver More Than Expected

- hello@visibilitygurus.com
- hello@seoexpertscompanyindia.com
- info@seoexpertscompanyindia.com
The client reached out in concern because he tried Google ads from some other agency and got the ROAS Of 2x but it wasn’t enough to fulfil his business needs, so he decided to start with Facebook ads in the hope to achieve more than 2x ROI. So after a month of aggressive advertising, we were able to deliver more than 300% ROAS.

### Location:
**Worldwide**

### Website Type:
**Ecommerce**

### Duration:
**1 Month**

### Ads Type:
**Conversions Ads**

### Performance Overview

- **Total Budget Spent (in One Month):** $90k
- **Total Sales:** 1288
- **Conversion Value:** $303k
- **ROAS:** 3.1-3.3x
We have run this campaign for our Business which is Visibilitygurus.com. In order to grow business and help other businesses grow we had a campaign for Lead Generation in order to get more leads for our SEO, Google ads and Facebook Advertising.

**Location:** India  
**Website Type:** Digital Marketing Agency  
**Duration:** 3 Months  
**Ads Type:** Lead Generation Ads

**Performance Overview**

- Total Budget Spent (in Three Months): ₹35k (Approx. $500)  
- Total Leads: 131  
- Cost Per Lead: ₹276 (Approx. $3.50)
Shoes (Footwear) Online Store

This client already had a good ROAS of around 7x from Google ads but as a part of his plan to also extend his advertising platforms, he wanted to try us out for a month and after running the ads for one month the ROAS he recorded was around 16.9x which is more than what they were getting from Google Ads. We primarily marketed only video ads as per our knowledge and product.

Location: US
Website Type: Ecommerce
Duration: 1 Month
Ads Type: Conversions Ads

Performance Overview

- Total Budget Spent (in One Month): $1.1k
- Total Sales: 900
- Conversion Value: $19.2k
- ROAS: 16.9x
For this particular client, we used the lead generation objective at the campaign level to get the best results for our client's Dental Clinic. These leads were high value coming in between $500-22,000.

**Location:** United States  
**Website Type:** Dentist, Dental Makeovers  
**Duration:** 3 Months  
**Ads Type:** Lead Generation Ads

### Performance Overview

- **Total Budget Spent (in Three Months):** $2.2k  
- **Total Leads:** 681  
- **Cost Per Lead:** $4.40
Automobile Spare Parts and Accessories - Sales

This was a recurring client from was already enrolled in our Google ads services and now he wanted to do a fresh start on Facebook advertising and test out how much he might be able to generate in terms of sales and revenue for his Automobile niche industry.

Location: United Kingdom
Website Type: Automobile Parts and Accessories
Duration: 1 Month - Ongoing
Ads Type: Ecommerce

Performance Overview

- Total Budget Spent (in On Months): £20k
- Total Sales Value: £43k
- Total Purchases: 700
- ROAS: 2.14x
Home Indoor Cleaning Services - Sales

This was also recurring client from was already enrolled in our Google ads services and now he wanted to do fresh start on facebook advertising and test out how much he might be able to generate in terms of sales and revenue for his Automobile Niche industry.

Location: India  
Website Type: Cleaning Niche  
Duration: 1 Month - Ongoing  
Ads Type: Ecommerce

Performance Overview

- Total Budget Spent (in On Months): ₹500k
- Total Sales Value: ₹1.9m
- Total Purchases: 1700
- ROAS: 3.34x
Automobile Spare Parts and Accessories - Sales

This was also recurring client from was already enrolled in our Google ads services and now he wanted to do fresh start on facebook advertising and test out how much he might be able to generate in terms of sales and revenue for his Automobile Niche industry.

Location: India
Website Type: Cleaning Niche
Duration: 1 Month - Ongoing
Ads Type: Ecommerce

Performance Overview

- Total Budget Spent (in On Months): ₹500k
- Total Sales Value: ₹1.9m
- Total Purchases: 1700
- ROAS : 3.34x