



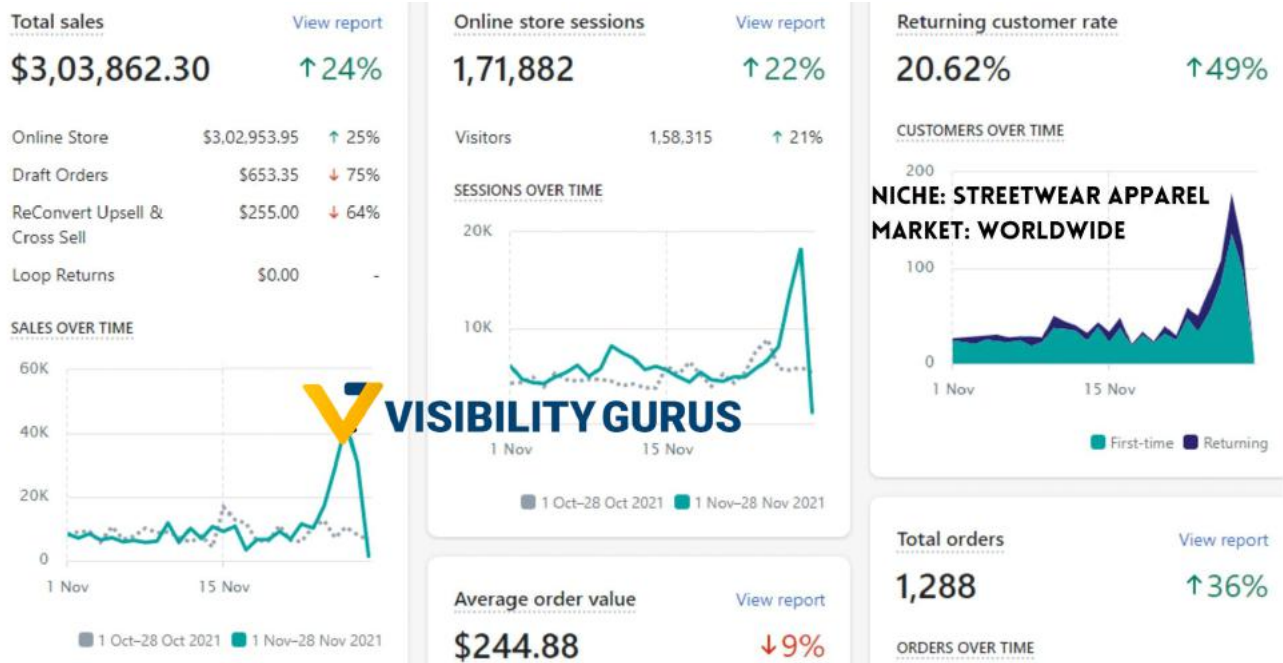
Facebook Ads

PORTFOLIO

Always Deliver More Than Expected

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Streetwear Apparel Store



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

Digital Marketing Agency - Lead Generation

Off / On	Campaign	Delivery	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input checked="" type="checkbox"/>	VG - Clickfunnels - India - Copy	Active	Using ad set bu...	7-day click or ...	131 ¹³¹ Website Schedules	34,007	81,049	₹271.41 ¹³¹ Per Website Sched...	₹35,554.24	Ongoing

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

Campaign Name	CPA (All)	Budget	Cost per Result	Amount Spent	Website Purchases Conversion...	Website Purchase ROAS (Return...
weekend ad	-	\$50.00 Daily	-	-	-	-
Performance Video Conversion Ad	\$0.11	\$20.00 Daily	\$1.87 Per Purchase	\$125.56	\$3,226.77	25.70
Traffic to site of Search Ads - High	\$0.10	\$5.00 Daily	\$0.28 Per Landing Page V...	\$490.72	\$1,801.80	3.67
Conversion Ad For Sales	\$0.11	\$25.00 Daily	\$1.59 Per Purchase	\$523.73	\$14,269.94	27.25
Results from 4 campaigns	\$0.10	Per Click	-	\$1,140.01	\$19,298.51	16.93
				Total Spent	Total	Average

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

Dentist & Dental Makeovers- Lead Generation

Ad Set Name		Attribution Setting	Results ↓	Reach	Frequency	
308	\$3.80	\$1,171.65	28-day click o...	308	30,881	2.30
On-Facebook Leads	Per On-Facebook Le...			On-Facebook Leads		
169	\$1.88	\$318.02	28-day click o...	169	13,076	2.26
On-Facebook Leads	Per On-Facebook Le...			On-Facebook Leads		
122	\$1.89	\$231.06 of \$231.06	28-day click o...	122	5,280	1.66
Page Likes	Per Page Like			Page Likes		
18	\$1.67	\$29.99 of \$29.99	28-day click o...	18	1,432	1.14
On-Facebook Leads	Per On-Facebook Le...			On-Facebook Leads		
15	\$2.27	\$34.06 of \$34.06	28-day click o...	15	2,333	1.10
On-Facebook Leads	Per On-Facebook Le...			On-Facebook Leads		
12	\$5.16	\$61.94	28-day click o...	12	1,770	1.44
On-Facebook Leads	Per On-Facebook Le...			On-Facebook Leads		
10	\$2.61	\$26.08	28-day click o...	10	1,872	1.02
On-Facebook Leads	Per On-Facebook Le...			On-Facebook Leads		
9	\$3.84	\$34.58 of \$34.58	28-day click o...	9	1,662	1.17
On-Facebook Leads	Per On-Facebook Le...			On-Facebook Leads		
8	\$3.20	\$25.63 of \$25.63	28-day click o...	8	1,396	1.14
—	—	\$2,282.62	28-day click o...	—	54,610	2.50
		Total Spent		People	Per Person	

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

Campaign Name	CTR (Link Click-Through...)	Clicks (All)	CTR (All)	CPC (All)	Amount Spent	Purchases Conversion Value	Purchase	Purchase ROAS (Retar...)
7	0.96%	21,158	1.91%	£0.08	£1,792.88	£4,112.13	97	2.29
9	1.05%	7,030	1.29%	£0.15	£1,087.26	£509.68	12	0.47
5	1.63%	2,006	2.02%	£0.12	£242.15	£470.35	11	1.94
7	1.18%	766	1.62%	£0.13	£96.34	£266.91	4	2.77
8	1.16%	1,552	2.04%	£0.10	£160.36	£279.26	7	1.74
1	1.75%	45,469	3.40%	£0.06	£2,535.20	£10,082.08	250	3.98
1	0.63%	28,060	1.20%	£0.11	£3,083.15	£13,249.34	264	4.30
7	1.23%	8,575	2.45%	£0.09	£741.69	£1,781.68	50	2.40
21	0.95%	172,364	1.72%	£0.12	£20,233.98	£43,315.00	700	2.14
	Per Impressions	Total	Per Impressions	Per Click	Total Spent	Total	Total	Average

This was a 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: 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

Campaign Name	Impressions	Cost per Result	Amount Spent	Purchase ROAS (Return on Ad Spend)	Purchases Conversion Value	Purchases
- Physical Fitness	106,432	₹644.86	₹17,411.17	2.17	₹37,828.80	27
- Well-being	206,752	₹699.73	₹37,785.60	1.70	₹64,229.53	54
- VISIBILITY GURUS	51,968	₹326.93	₹4,903.95	3.55	₹17,407.10	15
Tap & Shower Cleaner	282,944	₹431.42	₹68,163.83	3.16	₹215,310.56	158
	470,273	₹224.76	₹60,683.90	2.83	₹171,851.45	270
	51,615	₹233.47	₹10,272.66	4.87	₹50,033.97	44
	6,830	₹152.24	₹18,572.70	7.41	₹137,703.24	122
- Physical Exercise	29,744	₹709.87	₹4,259.24	1.15	₹4,895.85	6
- self-awareness	39,536	₹694.48	₹3,472.39	1.05	₹3,641.20	5
- Self Esteem	34,992	₹1,031.57	₹5,057.86	1.05	₹5,297.30	5
Results from 46 campaigns	1,723,904	₹1,031.57	₹586,754.86	3.34	₹1,961,583.49	1,720

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

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