SEOMAX
DIGITAL AGENCY

CASE STUDY

95% INCREASE OF
SALES THROUGH FACEBOOK
ADVERTISING ON WOMEN'S FASHION
ONLINE SHOP

The 2018 was extremely interesting and successful for our team. We worked with many large customers, won several awards and achieved excellent results for the majority of our clients. But as we like to say - for us every client is important, regardless of the size of their company or financial budget. When working on each project, we give maximum efforts in order to achieve the best possible results.

At the beginning of the summer we received a request for online advertising of an e-store offering women's clothing, shoes and accessories. The request was specifically for Facebook ads, and the goal set for our team was to increase the turnover of the online store by at least BGN 30,000 per month. The average turnover of the platform in the previous months varied between BGN 20 and 25,000 per month.

This happened in early July. During this period we talked to the client and then we

Analyzed:

- the specifics of our client's business;
- the quality of the offered products;
- studied competitive companies
- analyzed the current audiences;
- potential customers;
- we created the ideal buyer persona
- turnover, cost of return;
- average value of a consumer basket;
- number of abandoned carts (unfinished orders) per month;
- we created a strategy and proposals for the client.

Client profile status before we start working together:
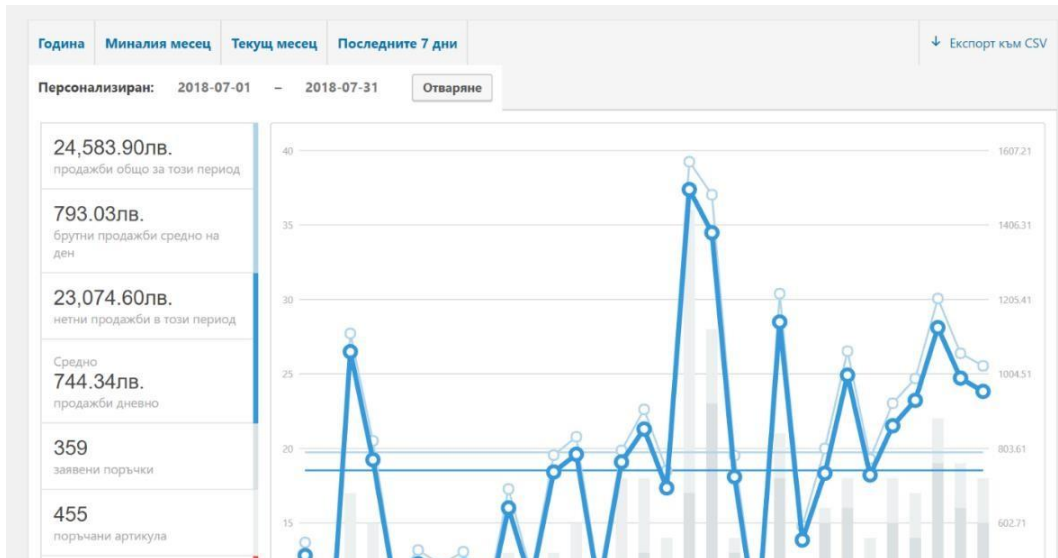
Reach	Impressions	Cost per result	Budget	Amount spent	Ends	Frequency	Unique link clicks	Website purchases	Website purchases conversion	Website purchase ROAS (return
92,608 People	667,183 Total	—		$1,582.14 Total Spent		7.20 Per Per…	12,864 Total	405 Total	$15,525.28 Total	9.81 Average

In the following months, we managed to significantly increase the traffic on the website and even more precisely to define the most suitable potential customers. We did even more detailed targeting of advertising campaigns to new customers and constantly optimized them. At the same time, we tested different designs, so that we could build a clear idea of the aesthetic preferences of potential Facebook customers.

September
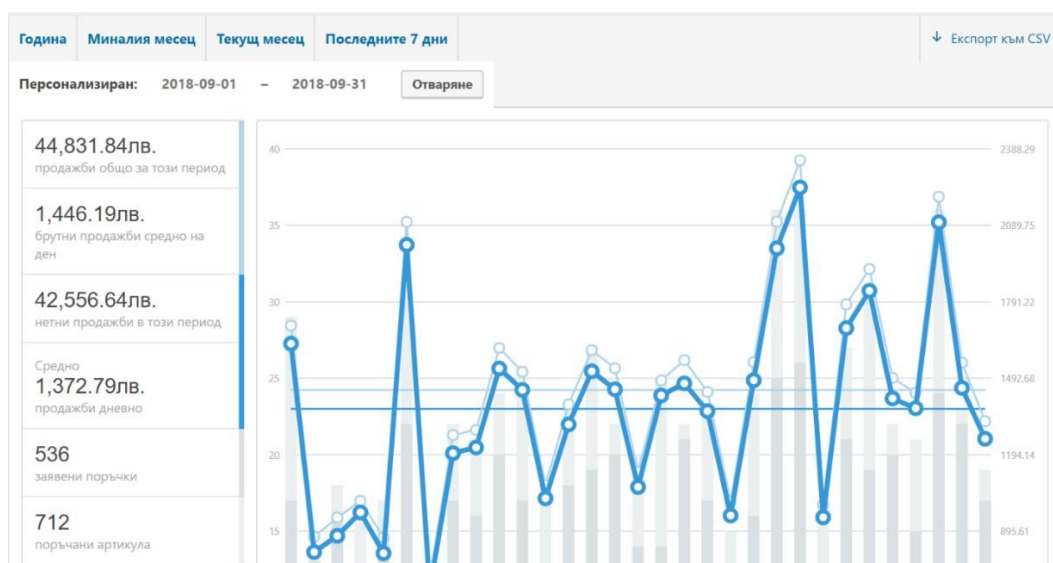
We discussed in detail the designs that generated the best sales in the previous two months and built a strategy for the design of advertising banners. Its goal was to stimulate online users to go through the entire consumer funnel of our client and to turn as many people as possible from potential to real customers.

The results of combining a marketing strategy for Facebook advertising campaigns with a detailed analysis of customers' aesthetic preferences are truly impressive.

In just 2 months we managed to exceed the goals set by the customer and to double the turnover of the online store, increasing the advertising budget by only BGN 300.

Our ads were shown to over 140,000 people, making the brand significantly more recognizable, and traffic increased by 13,000 people. On average, every third user generated an order for 2 or more items. The return on investment of our client reported a ratio of 11.91, which means that for $ 1,730 invested in advertising, we generated orders worth $ 20,604.

We reached the limit of the work volume in the client's company, due to which it was necessary to increase the staff by one more person to process the received orders.

November

In November we did NOT organize a campaign for Black Friday. Instead of advertising products at a discount, we stopped all of our customer's ads between Friday and Sunday.

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105,090 People	622,060 Total	—		$1,841.06 Total Spent		5.92 Per Per...	13,784 Total	560 Total	$24,545.13 Total	13.33 Average

In the fourth and fifth month our team managed to almost TRIPLE the generated turnover. We managed to achieve even better results in terms of investment for advertising versus return (ROAS), and in October we generated a total of 560 orders worth $ 24,545.

The total turnover of our customer's online store reached BGN **61,355** in November!

We managed to maintain this trend in the last month of the year, and this time our strategy included the products with the highest price offered in the online store. We managed to keep the advertising monthly budget almost without deviation, and the return continued to be more than satisfactory for the owners of the online store.

December

In the last month of the year we attracted fewer but more solvent customers, which generated a high price of the consumer basket. We stopped many of our campaigns after December 21st, which led to a drop in orders after Christmas, but we maintained a very good return on investment for advertising, relative to sales.

Results

In just 5 months, our team managed not only to achieve the goals set by the client, but also to exceed them several times.

We almost tripled the turnover of the online women's fashion store, increasing the advertising budget by only BGN 1,500 in the last quarter, compared to the previous period. Compared to December 2017, we have increased the turnover of the online store by 95%. In December 2017, the turnover was BGN 31,200.

We increased traffic from new users by **100%;**

We increased the average daily turnover by almost **120%**;

We increased the number of orders by **102%;**

We increased the value of the consumer basket by **19%;**

The number of unfinished purchases decreased by about **35%.**

If you also want to develop your online store, contact our team and we will create a strategy that is consistent with the uniqueness of your business.

Thank you for your attention!

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