CASE STUDY

DANNY'S DESKS



eflapydigital

Campaign	Delivery ↑	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
[05/10/2021] Promoting http://dannysdesks....	Off	Highest volume	$30.00 Daily	7-day click	940 [2] Landing page views	49,705	117,971	$1.43 [2] Per landing page v...	$1,346.98
[04/14/2021] Promoting https://dannysdesks...	Off	Highest volume	$30.00 Daily	7-day click or ...	1,822 [2] Landing page views	49,282	96,695	$0.48 [2] Per landing page v...	$871.25
[04/14/2021] Promoting Danny's Desks and ...	Off	Highest volume	$10.00 Daily	7-day click	5 [2] Website purchases	46,382	116,777	$148.76 [2] Per Purchase	$743.79
Post: "Sunshine Coast Clearance Sale"	Off	Highest volume	$300.00 Lifetime	28-day click o...	471 Post engagements	8,952	17,708	$0.53 Per Post Engagement	$251.88
Conversions	Off	Highest volume	$10.00 Daily	28-day click o...	2,305 [2] Website views con...	103,496	323,104	$0.46 [2] Per View Content	$1,064.35
Facebook shop promo	Off	Highest volume	$1.00 Daily	28-day click o...	640 Link Clicks	49,088	109,813	$1.02 Per link click	$654.45
[2004 Isuzu Isuzu NPR250] Marketplace listin...	Off	Highest volume	$79.00 Lifetime	28-day click o...	213 Link Clicks	11,480	20,527	$0.16 Per link click	$33.02

eflapydigital

WHEN DANNYSDESKS FIRST STARTED WORKING WITH US, THEY WERE NOT VERY ACTIVE ON SOCIAL MEDIA AND THERE WERE NOT MANY SALES THROUGH FACEBOOK OR INSTAGRAM ADS.

OLD PROBLEMS

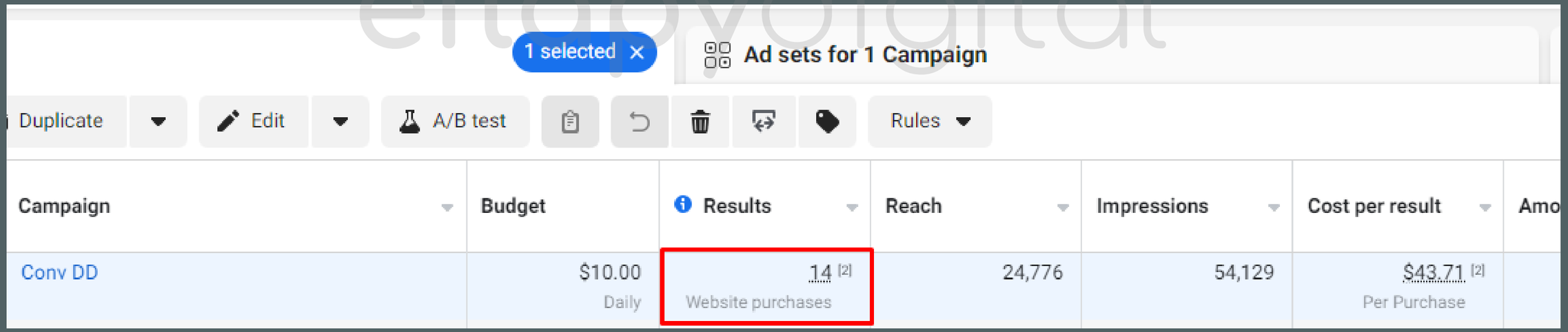
1. VERY LITTLE AD ORGANIZATION TO HELP WITH ANALYTICS AND OVERALL OPTIMIZATION
2. NOT MUCH STRUCTURE TO HELP THE BRAND EFFICIENTLY SCALE
3. NO ADS FUNNEL STRUCTURE
4. THE COST PER PURCHASE WAS TOO HIGH

eflapydigital

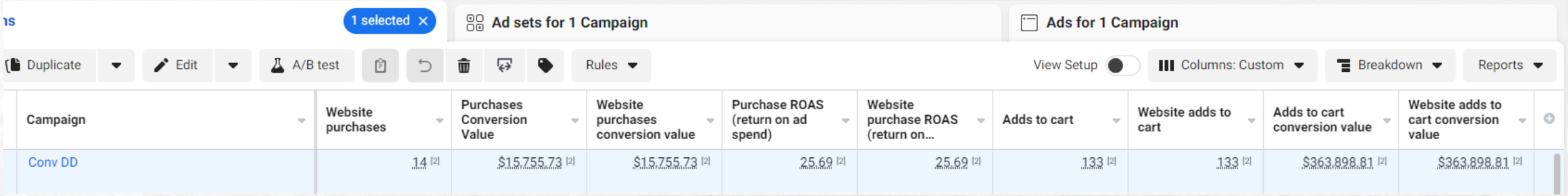
RESULTS

In just 40 days of running ads, Our ad generated 14 purchases with a daily ad budget of $10. Because the product prices were too high, it was a challenge to sell it at the assigned budget of $10 per day, but we succeeded in delivering the results with our advanced research and strategies.

efloydigital



RESULTS



Campaign	Website purchases	Purchases Conversion Value	Website purchases conversion value	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on...	Adds to cart	Website adds to cart	Adds to cart conversion value	Website adds to cart conversion value
Conv DD	14 [2]	$15,755.73 [2]	$15,755.73 [2]	25.69 [2]	25.69 [2]	133 [2]	133 [2]	$363,898.81 [2]	$363,898.81 [2]

TOTAL PURCHASES - **14**

CONVERSION VALUE - **$15,755**

RETURN ON AD SPEND - **25.69X**

COST PER CONVERSION - **$43.71**

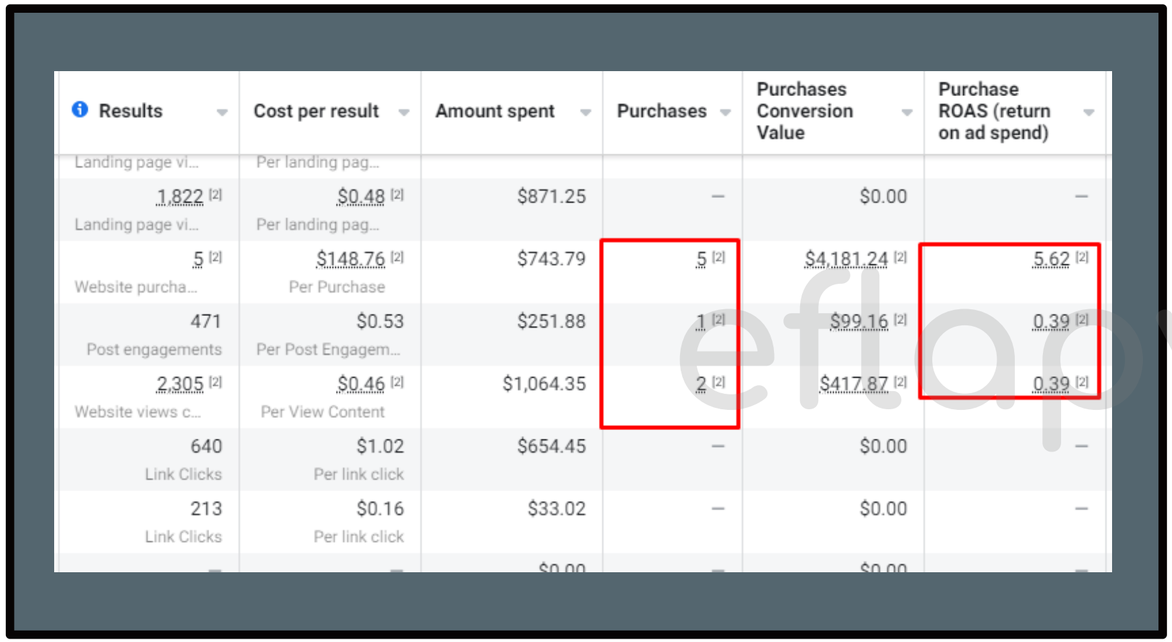
AMOUNT SPENT - **$611.91**

eflapydigital

SO THE CLIENT MADE **$15,755** BY SPENDING ONLY **$611.91** IN JUST 40 DAYS

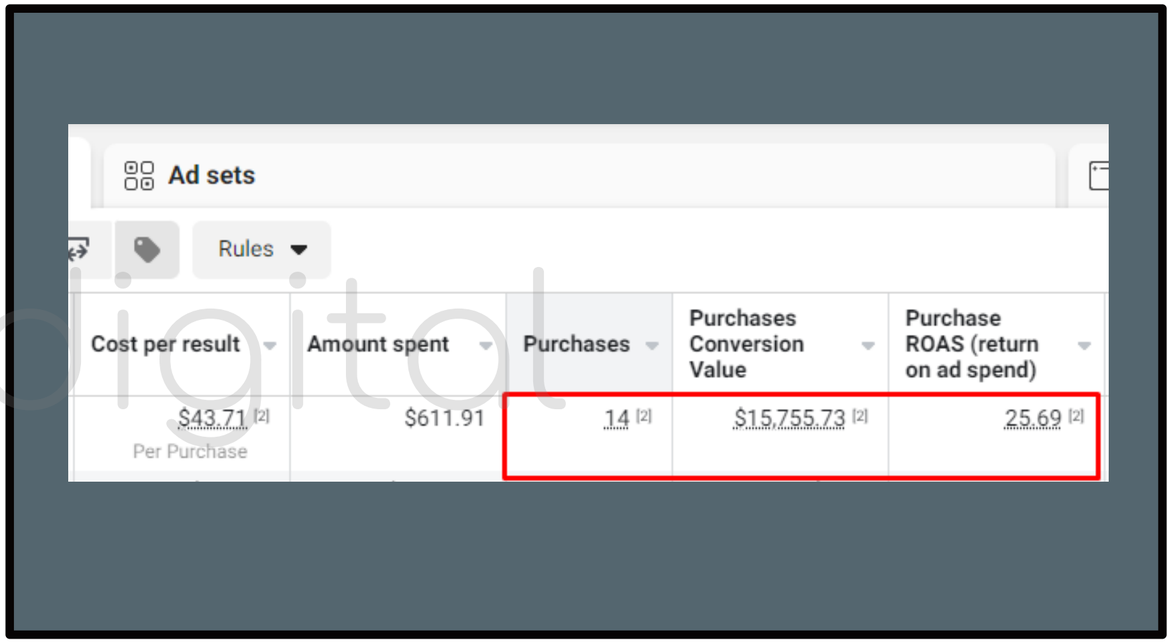
COMPARISON

BEFORE



Results	Cost per result	Amount spent	Purchases	Purchases Conversion Value	Purchase ROAS (return on ad spend)
Landing page vi...	Per landing pag...				
1,822 [2] Landing page vi...	$0.48 [2] Per landing pag...	$871.25	–	$0.00	–
5 [2] Website purcha...	$148.76 [2] Per Purchase	$743.79	5 [2]	$4,181.24 [2]	5.62 [2]
471 Post engagements	$0.53 Per Post Engagem...	$251.88	1 [2]	$99.16 [2]	0.39 [2]
2,305 [2] Website views c...	$0.46 [2] Per View Content	$1,064.35	2 [2]	$417.87 [2]	0.39 [2]
640 Link Clicks	$1.02 Per link click	$654.45	–	$0.00	–
213 Link Clicks	$0.16 Per link click	$33.02	–	$0.00	–
		$0.00		$0.00	

AFTER



Ad sets

Rules

Cost per result	Amount spent	Purchases	Purchases Conversion Value	Purchase ROAS (return on ad spend)
$43.71 [2] Per Purchase	$611.91	14 [2]	$15,755.73 [2]	25.69 [2]

eflapydigital

TOTAL AMOUNT SPENT - **$3,616**

PURCHASES - **8**

CONVERSION VALUE - **$4,697**

TOTAL AMOUNT SPENT - **$611.91**

PURCHASES - **14**

CONVERSION VALUE - **$15,755**

CREATIVES USED IN ADS

Once again, it's very important that your photos are high quality and look professional. We prefer to use images that are of a similar style. You'll see that the images we used in ads have a simple and clean look. There isn't a lot of distractions on any of the images and the products speak for themselves.







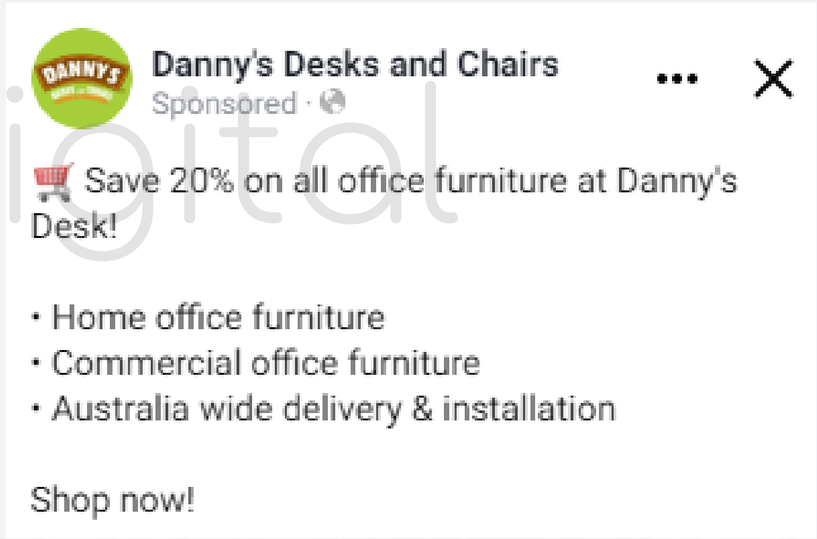
eflapydigital

AD COPIES USED IN AD

The Ad Creative May Get Their Attention.

But The Ad Copy Closes Them.





eflapydigital

NO FLUFF. NO GUESSING.
JUST RESULTS.

IT'S HIGH TIME TO INVEST IN PAID ADS & INCREASE YOUR REVENUE LIKE NEVER BEFORE.

eflapydigital