



SEA DRAGON STUDIO

www.seadragonstudio.com

\$19,235 SALES

667% ROI

Client: Sea Dragon Studio

Niche: Ecommerce Store

Service: Facebook Ads

Result: \$19,235 Sales, 667% ROI, \$16,352 Profit

Date: May 10 2019-June 10 2019

Timeline: 1st Month of Campaigns

Context

Sea Dragon Studio is an ecommerce company that sells fun and stylish holographic festival wear products online. They had only ran a few ads before, so the business was pretty much new to Facebook, and mostly got their sales organically through word of mouth etc.

The main problem was that the owner had tried to run ads herself and could not keep up with the changes that Facebook constantly makes. Time was a big issue.

That's why she sought our help to fully outsource this, so that she could focus on actually working on the parts of her business that she enjoys, instead of learning this new technical skill of running ads.

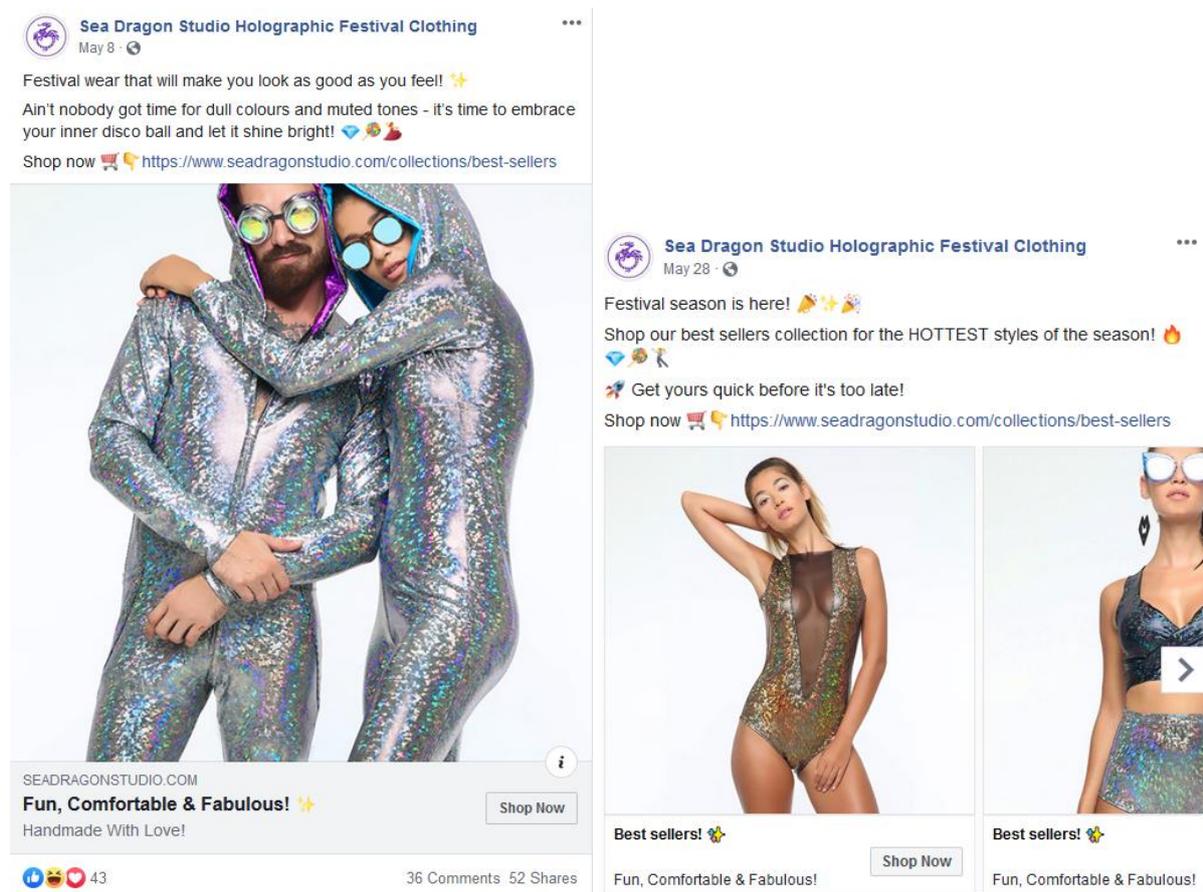
Strategy

The strategy was to try to begin to convert new sales from Facebook to their website. Since they didn't have Facebook ads data, we would need to find their audience on Facebook and begin to build those up.

Luckily the client had already been making some sales organically which meant that they had customer lists that we could use on Facebook to find their targets much faster, through lookalikes and such.

Their website was pretty optimized already and in a decent state, which meant that we didn't have to create them a complex funnel in this case. It was already converting well.

Ads



Sea Dragon Studio Holographic Festival Clothing
May 8 · 🌐

Festival wear that will make you look as good as you feel! ✨
Ain't nobody got time for dull colours and muted tones - it's time to embrace your inner disco ball and let it shine bright! 💎🎉👗
Shop now 🛒👉 <https://www.seadragonstudio.com/collections/best-sellers>

Sea Dragon Studio Holographic Festival Clothing
May 28 · 🌐

Festival season is here! 🎉👗👗
Shop our best sellers collection for the HOTTEST styles of the season! 🔥
💎🎉👗
👉 Get yours quick before it's too late!
Shop now 🛒👉 <https://www.seadragonstudio.com/collections/best-sellers>

SEADRAGONSTUDIO.COM
Fun, Comfortable & Fabulous! ✨
Handmade With Love!
Shop Now

Best sellers! ✨
Fun, Comfortable & Fabulous!
Shop Now

Best sellers! ✨
Fun, Comfortable & Fabulous!

43 36 Comments 52 Shares

Here are two samples of the ads we used. We tested out different options, this is very important.

What was also important was to match their brand identity in our wording. Since this was more for a festival, our copywriters had to become familiar with the words that their audience would resonate with. In this case, it meant more slang, fun-talk, and being less logical or serious.

We always make sure that our writing matches the company we are writing for. It's never a one size fits all approach.

Campaign Results

Sea Dragon Studio [redacted] Updated just now Discard Drafts Review and Publish

Search Filters + Add filters to narrow the data you are seeing. May 10, 2019 – Jun 10, 2019

Account Overview Campaigns Ad Sets Ads

+ Create Duplicate Edit More Rules

1-200 of 284 View Setup Columns: Custom Breakdown Reports

	Campaign Name	Results	Cost per Result	Website Purchases	Amount Spent	Website Purchases Conversion	Purchase ROAS (Return on Ad Spend)	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/> HR_BOF_DPA	Multiple Con...	Multiple Conve...	25	\$835.24	\$11,143.10	13.34	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/> HR_TOF_Festival	46 Purchases	\$39.00 Per Purchase	46	\$1,794.02	\$7,636.22	4.26	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/> HR_MOF	4 Purchases	\$45.39 Per Purchase	4	\$181.55	\$455.35	2.51	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/> HR_BOF_Upsell	29 Views Content	\$2.50 Per View Cont...	—	\$72.62	\$0.00	—	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/> Kit Ad 22	—	—	—	\$0.00	\$0.00	—	Ongoing
<input type="checkbox"/>	<input type="checkbox"/> Rainbown Conversions 2	—	—	—	\$0.00	\$0.00	—	Ongoing
	▶ Results from 284 campaigns	—	—	75 Total	\$2,883.43 Total Spent	\$19,234.67 Total	6.67 Average	

The above shows the results we achieved working with this new client in our first 30 days of running ads on Facebook.

As you can see, we achieved a 6.67x return from the money they put in! This was a huge win because typically it takes 3-6 months to maybe even reach these kind of returns, but we just managed to crack this super-fast.

Considering the fact they hadn't advertised on Facebook much before makes this an even bigger win. The main cause of this was due to the fact the client put in work on their end, and made sure their brand was on point, which makes our job much easier.

- \$19,235 sales
- \$2883 advertisement spend
- 75 purchases
- \$16,352 profit
- 667% return on investment (ROI)

Campaign Analysis

Sea Dragon Studio pretty much had no previous Facebook ads data to use. This is fine, but it just meant that we would need to do a lot more testing to see what works and what wouldn't.

The way we do this is through massive A/B split-testing different variables on Facebook, and then we can hone in on the proper audience.

You can see this in the image where we had over 33 ad sets in a single campaign! This included split-testing many types of audiences, including lookalike audiences, normal interest targeting, even things such as targeting certain ads to only males and some only to females.

You can see that different targeting groups reacted in different ways, which gave us a lot of data and told us where to put more budget in, to get the client the best results.

Sea Dragon Studio [Account Name]										Updated just now		Discard Drafts	Review and Publish	⚙️											
Q Search										Filters		+ Add filters to narrow the data you are seeing.			May 10, 2019 – Jun 10, 2019										
Account Overview			Campaigns 1 selected			Ad Sets for 1 Campaign			Ads for 1 Campaign																
+ Create										Duplicate		Edit		More		Rules		View Setup		Columns: ROI		Breakdown		Reports	
		Ad Set Name		Results	Cost per Result	Website Purchases	Amount Spent	Website Purchases Conversion	Purchase ROAS (Return on Ad Spend)	Ends															
<input type="checkbox"/>	<input checked="" type="checkbox"/>	LAL - Insta Engagement 2% - F		1 Purchase	\$52.27 Per Purchase	1	\$52.27	\$79.20	1.52	Ongoing															
<input type="checkbox"/>	<input checked="" type="checkbox"/>	LAL - Pixel Value (IC) 1% - F		3 Purchases	\$57.06 Per Purchase	3	\$171.19	\$288.83	1.69	Ongoing															
<input type="checkbox"/>	<input checked="" type="checkbox"/>	LAL - Pixel Value (IC) 1% - M		4 Purchases	\$48.23 Per Purchase	4	\$192.92	\$1,067.86	5.54	Ongoing															
<input type="checkbox"/>	<input checked="" type="checkbox"/>	LAL - Broad Festival - M		3 Purchases	\$95.69 Per Purchase	3	\$287.08	\$619.12	2.16	Ongoing															
<input type="checkbox"/>	<input checked="" type="checkbox"/>	LAL - LTV Customers 1% - M		20 Purchases	\$21.21 Per Purchase	20	\$424.16	\$2,671.10	6.30	Ongoing															
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Broad Festival - F		1 Purchase	\$123.39 Per Purchase	1	\$123.39	\$50.29	0.41	Ongoing															
<input type="checkbox"/>	<input checked="" type="checkbox"/>	LAL - LTV Customers 1% - F		10 Purchases	\$49.04 Per Purchase	10	\$490.37	\$2,301.04	4.69	Ongoing															
▶ Results from 33 ad sets ⓘ				46 Purchases	\$39.00 Per Purchase	46 Total	\$1,794.02 Total Spent	\$7,636.22 Total	4.26 Average																



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667% ROI