



<https://kickit.net/>

# \$40,750 SALES

# 403% ROI

**Client:** Sidekick

**Niche:** Ecommerce Store

**Service:** Facebook Ads

**Result:** \$40,750 Sales, 403% ROI, \$30,650 Profit

**Date:** November 2019 and December 2019

**Timeline:** 2nd and 3rd Month of Campaigns

## Context

Sidekick is an ecommerce company that sells a toy which combines the fun of soccer and badminton. It's great for practicing your soccer skills or for a kick around with friends and family.

Sidekick had run some ads before but they would usually see a ROAS of less than 2X when they did run ads. For the project to truly be a success, they really needed the ROAS to be at least 3X.

They had tried to hire a freelancer previously to manage their Facebook Ads but the results were just never good enough to make Facebook ads a

profitable revenue source for them. We often find that freelancers are not able keep up with the changes that Facebook constantly makes and so results can often be poor.

After seeing no improvement in the results, Sidekik decided to work with Hawk Reach to bring a new level of quality to their digital marketing and who can help them see explosive growth.

## **Strategy**

We broke our strategy into three separate phases, top of funnel, middle of funnel and bottom of funnel. We carried out our market research and identified an initial demographic to target for the top of funnel ads.

Once we had carried out our initial testing on the top of funnel ads, we began to retarget and push new creatives to our middle of funnel audiences.

The bottom of funnel audience consisted of anyone who had added any items to cart or had regularly engaged in our content (plus an extra few criteria which are a part of the Hawk Reach secrets of success).

# Ads



**Sidekik**  
Written by Hawk Reach [?] · 2 hrs · 🌐

👍 Like Page
⋮

The new soccer tool that all the kids are going CRAZY about!! 🏆🏆🏆

- ✓ Improves soccer skills
- ✓ Gets kids active
- ✓ Perfect for playing indoors and outdoors
- ✓ Guaranteed to keep them entertained for hours!

Get yours today: <https://thesidekik.com/>



THESIDEKIK.COM  
**The Ultimate Soccer training tool!** 🏆🏆

Shop Now



**Sidekik**  
2 mins · 🌐

⋮

Is your kid MAD about soccer? 🏆🏆

Yes? Well they will LOVE the Sidekik then!

The ultimate soccer training tool that will help them improve their soccer skills, provide endless hours of fun and more importantly... stop them from kicking the soccer ball around the house!! 😊

Get yours today: <https://thesidekik.com/>

**Check out the latest soccer craze!**



THESIDEKIK.COM  
**The Latest Soccer CRAZE!** 🏆🏆

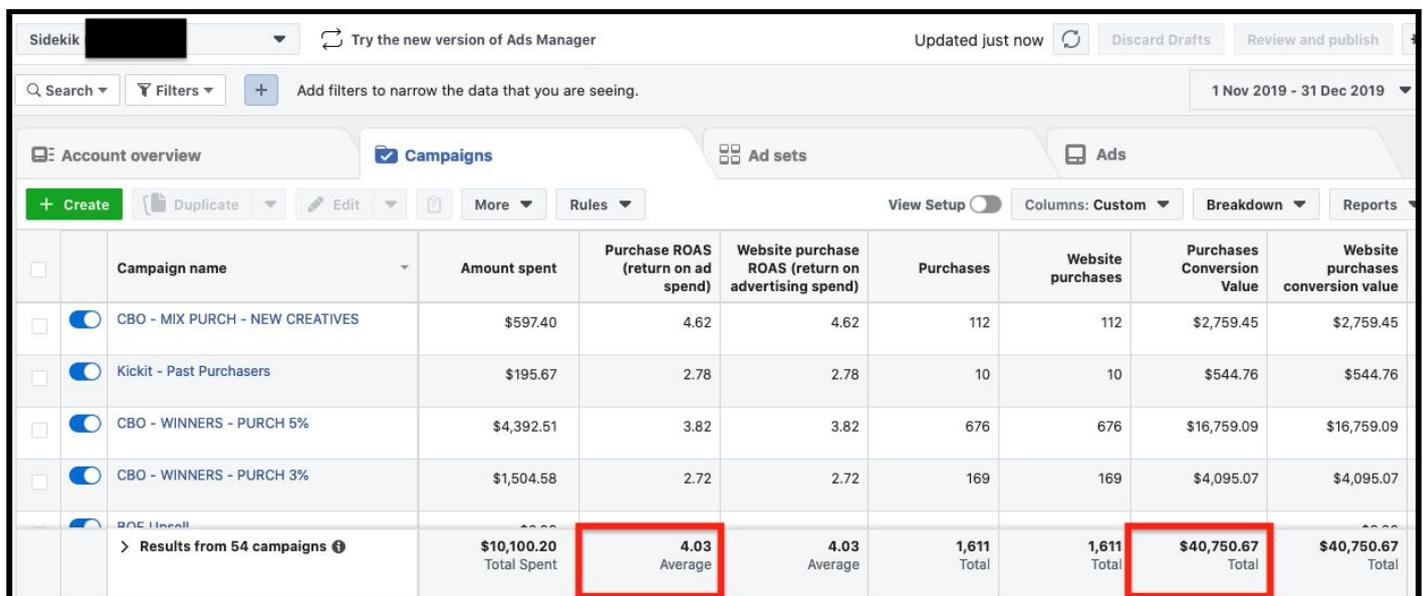
Shop Now

Here are two samples of the ads we used. We tested out multiple different options, with different copywriting, images and videos. This is extremely important if you want to generate any worthwhile results.

We need to make sure we could match their branding and style of business with our copywriting. Since this was targeting soccer parents, our copywriters had to understand what would best resonate with their audience and what would give them the greatest chance of converting. In this case, it meant talking about their children's love of soccer and mixing this with how the Sidekik would help them improve their kid's soccer skills.

It's very important to us to make sure our writing matches the company we are writing for. It's never a one size fits all approach.

## Campaign Results



	Campaign name	Amount spent	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on advertising spend)	Purchases	Website purchases	Purchases Conversion Value	Website purchases conversion value
<input type="checkbox"/>	<input checked="" type="checkbox"/> CBO - MIX PURCH - NEW CREATIVES	\$597.40	4.62	4.62	112	112	\$2,759.45	\$2,759.45
<input type="checkbox"/>	<input checked="" type="checkbox"/> Kickit - Past Purchasers	\$195.67	2.78	2.78	10	10	\$544.76	\$544.76
<input type="checkbox"/>	<input checked="" type="checkbox"/> CBO - WINNERS - PURCH 5%	\$4,392.51	3.82	3.82	676	676	\$16,759.09	\$16,759.09
<input type="checkbox"/>	<input checked="" type="checkbox"/> CBO - WINNERS - PURCH 3%	\$1,504.58	2.72	2.72	169	169	\$4,095.07	\$4,095.07
<input type="checkbox"/>	<input checked="" type="checkbox"/> ROE Unsell	\$10,000.00	4.03	4.03	1,611	1,611	\$40,750.67	\$40,750.67
	> Results from 54 campaigns ⓘ	\$10,100.20 Total Spent	4.03 Average	4.03 Average	1,611 Total	1,611 Total	\$40,750.67 Total	\$40,750.67 Total

The above shows the results we achieved working with this new client in the second and third month of running their Facebook campaigns.

As you can see, we achieved a 4.03x return from the money they invested into ad spend! This was a huge win as they had been struggling to reach anything like this for such a long time.

The main cause of this was our constant testing of new audiences and creatives. Also, our market research sped up the process to ensure we were targeting the right demographic from day one.

- *\$40,750 in sales*
- *\$10,100 in advertisement spend*
- *1611 purchases*
- *\$30,650 profit*
- *403% return on investment (ROI)*

## **Campaign Analysis**

Sidekik had some data to use initially but as they weren't able to generate decent results previously, it wasn't able to provide a huge amount of value to us. This wasn't a problem, 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 by A/B split-testing different variables on a large scale, and then we can hone in on our best audiences.

You can see from the image below that we had created over 52 ad sets! 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 also see a lot of look like audiences which had a positive effect on our results. Without our extensive testing on different audiences, the time to get to these kinds of returns would have been a lot longer.

Sidekick [redacted] Try the new version of Ads Manager Updated just now Discard Drafts Review and publish

Search Filters + Add filters to narrow the data that you are seeing. 1 Nov 2019 - 31 Dec 2019

Account overview Campaigns 9 selected Ad sets for 9 Campaigns Ads for 9 Campaigns

+ Create Duplicate Edit More Rules View Setup Columns: Custom Breakdown Reports

Ad set name	Amount spent	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on	Purchases	Website purchases	Purchases Conversion Value	Website purchases conversion
IGB - SOCCER PARENT - 25+	\$18.04	1.00	1.00	1	1	\$17.95	\$17.95
IGB - ASSOC SOCCER - 25+	\$18.01	—	—	—	—	\$0.00	\$0.00
ALL Past purchasers	\$195.67	2.78	2.78	10	10	\$544.76	\$544.76
3 Day website traffic ONLY	\$0.00	—	—	—	—	\$0.00	\$0.00
HOT 14	\$917.61	4.39	4.39	160	160	\$4,032.27	\$4,032.27
LAL - PURCHASE 5% - Copy	\$1,763.05	4.10	4.10	278	278	\$7,222.84	\$7,222.84
LAL - PURCHASE 5% - Copy	\$3.58	—	—	—	—	\$0.00	\$0.00
LAL - PURCHASE 5% - Copy	\$108.85	3.29	3.29	13	13	\$358.25	\$358.25
LAL - PURCHASE 5% - Copy	\$2,517.03	3.65	3.65	385	385	\$9,178.00	\$9,178.00
LAL - PURCHASE 10%	\$0.00	—	—	—	—	\$0.00	\$0.00
<b>&gt; Results from 52 ad sets</b>	<b>\$10,100.20</b> Total Spent	<b>4.03</b> Average	<b>4.03</b> Average	<b>1,611</b> Total	<b>1,611</b> Total	<b>\$40,750.67</b> Total	<b>\$40,750.67</b> Total

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