# 7 Apparel

www.7apparel.com

# $660,825 SALES
# 413% ROI

**Client:** 7 Apparel Clothing

**Niche:** Ecommerce Store

**Service:** Facebook Ads

**Result:** $160,006.34 Amount Spent, 4.13x ROAS, $660,825.44 Sales

**Date:** May 1 2020-May 30 2020

**Timeline:** 1 Month

## Context

7 Apparel are an apparel clothing ecommerce company that only sell online and were mostly on Amazon.

The company is part of a large brand of ecommerce stores, a huge chain which constantly looks for the best products and rebrands accordingly. We were tasked to work on one of their stores to begin with, and we scaled them up so much they ran out of stock.

One problem with some of their stores was that they were very reliant on Amazon for their sales and wanted to do well advertising on Facebook, but they didn't have any experience and it all sounded too confusing.

## Strategy

Being successful on Amazon is very different from being successful on your own ecommerce store. On Amazon, they make marketing much easier especially if you have a good product. Of course, this comes with them taking a big cut of your earnings and pretty much controlling your business as they like. For this reason, 7 Apparel wanted their stores mostly on their own shopping platform.

Our strategy required a lot of work. It was to scale high and fast. Since their products were already verified, this made it much easier. Plus, their backend was strong too.

They have a lot of ad spend and so with the right product this would be very different from slow long-term branding type of campaigns. We spent time each day in their accounts, and it mostly consisted of split-testing different audiences and scaling up their winners.

## Campaign Results

| | | Campaign name | Cost per Purchase | Website purchases | Adds to cart | Website adds to cart | Amount spent | Website purchase ROAS | Website purchases conversion |
|---|---|---|---|---|---|---|---|---|---|
| | | HR_BOF_V4 | | | | | | | |
| | | HR_TOF_SCALE | | | | | | | |
| | | HR_MOF_CONV | | | | | | | |
| | | HR_TOF_V1 | | | | | | | |
| | > | Results from 264 campaigns ⓘ | $11.30 Per Action | 14,153 Total | 42,152 Total | 42,152 Total | $160,006.34 Total Spent | 4.13 Average | $660,825.44 Total |

Above you can see the results we generated for this client. It was a very successful campaign and in the final 30 days we managed to get a 4.13x ROAS spending over $100k/month!

We were so successful with one of their stores that the client ran out of stock (common problem when scaling), and so we are going to work with them to scale up their other branch of stores in the meantime.

This was a perfect example of a client we took off relying on Amazon and onto their own stores.

- *$660,825.44 Sales*
- *$160,006.34 Ad Spend*
- *413% Return on Investment (ROI)*
- *$11.30 Cost Per Purchase*
- *14,153 Purchases*

# $660,825 SALES
# 413% ROI