



\$432,348 SALES

1,779% ROI

Client: Red Fashion

Niche: Ecommerce Store

Service: Facebook Ads

Result: \$24,307.16 Amount Spent, 17.79x ROAS, \$432,348 Sales

Date: 22 September 2019 2020 - 22 October 2019

Timeline: 1 Month

Context

This client is a luxury high-end fashion ecommerce brand, and they mostly sold pieces at a higher than average price point. They wanted a very exclusive look and to come across as a premium brand.

They had previously been working with a small agency (2-3 people on the team) who believed they could take Red Fashion to the next level.

Even after 1 month of working with this small agency, our client could see a lack of detail and care going into the work. They also felt that communication between them and the agency was poor. Obviously,

communication for any project like this (especially in the beginning) is extremely important which is something that we pride ourselves on.

After a few more weeks, the client decided to find another agency to work with and reached out to us after being referred from one of our many happy clients. We had an initial consultation call with them, learnt a lot about their business and was confident we could help them so decided to make them an offer.

From our third month of running ads, we were able to see a 1,779% ROAS generating \$432,348 in sales. This was possible by our specific 'Hawk Reach Process' which allows us to fully understand our clients' businesses and ensure we can begin seeing results straight away.

Strategy

Initially our dedicated expert jumped on a full strategy call with the client and made sure we could understand their customers pain points and issues from our client's perspective. This is highly important as we need to understand what triggers people for them to actually buy our customers products or services.

Our top of funnel was based around driving cold traffic from interest-based audiences, and where our client had a very old email list, we decided to try also use this to see what sort of engagement we could achieve. Where our clients' products were striking to the eye, we focused mainly on stunning images and videos to capture our audience's attention and get them engaged.

Our middle of funnel strategy was to send anyone who was engaged at the top of funnel to a different style of ad copy to encourage them to go back to the website and make a purchase.

The bottom of funnel strategy was to retarget anyone who viewed any of our videos for a certain period of time or added to cart in a set period of time and provide an incentive to come back and purchase.

Since the client was a premium brand, the benefit to this is that with the right marketing, we could position ourselves to have a high average order value meaning that each sale we got resulted in a higher than normal return. Their life time value for each customer was also relatively high as they had their back-ends sorted.

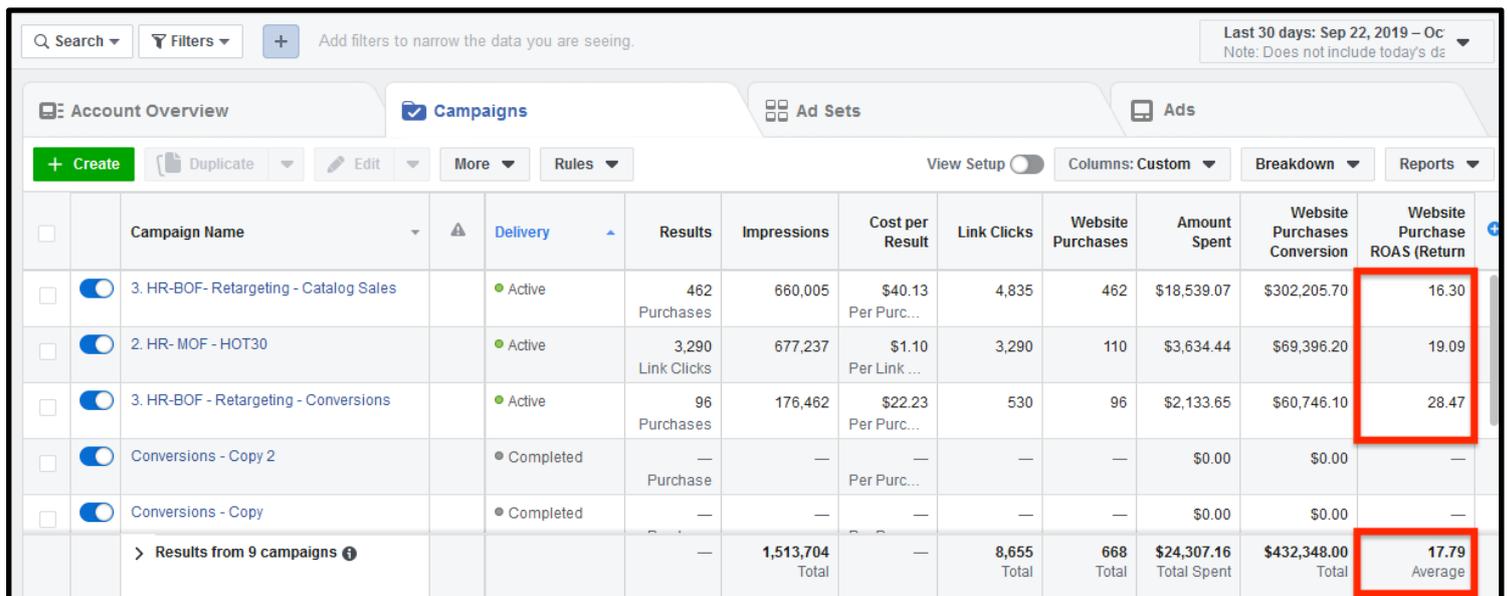
Targeting

You can see from the screenshot below how important our retargeting strategy was. Initially we spent the first 2 months focusing on our clients existing outdated email list and top of funnel cold traffic targeting.

Where our clients email list was weak, it didn't prove to be too much help. However, it at least allowed us to slightly speed up our testing process.

Once we had brought enough people through our top of funnel and had sufficiently populated the pixel, we were ready to begin our middle of funnel and bottom of funnel strategies (named MOF and BOF in the screenshot respectively).

Using our new ad copies and ad styles, we were able to enjoy huge returns. In the last 30 days alone, we are now seeing a 28.47X ROAS on one of our retargeting campaigns and 16.30X ROAS on our worst performing campaign.



Campaign Name	Delivery	Results	Impressions	Cost per Result	Link Clicks	Website Purchases	Amount Spent	Website Purchases Conversion	Website Purchase ROAS (Return)
3. HR-BOF - Retargeting - Catalog Sales	Active	462 Purchases	660,005	\$40.13 Per Purc...	4,835	462	\$18,539.07	\$302,205.70	16.30
2. HR- MOF - HOT30	Active	3,290 Link Clicks	677,237	\$1.10 Per Link ...	3,290	110	\$3,634.44	\$69,396.20	19.09
3. HR-BOF - Retargeting - Conversions	Active	96 Purchases	176,462	\$22.23 Per Purc...	530	96	\$2,133.65	\$60,746.10	28.47
Conversions - Copy 2	Completed	— Purchase	—	— Per Purc...	—	—	\$0.00	\$0.00	—
Conversions - Copy	Completed	—	—	—	—	—	\$0.00	\$0.00	—
Results from 9 campaigns			1,513,704 Total	—	8,655 Total	668 Total	\$24,307.16 Total Spent	\$432,348.00 Total	17.79 Average

This shows the importance of having a fully laid out strategy for each part of your funnel. A lot of other agencies and businesses try to sell their product or service from the very first interaction with their clients which in some situations is the right thing to do, but in this case, building a connection with our audience and then pitching them later through the funnel was the best strategy.

Campaign Results

Account Overview	Campaigns	Ad Sets	Ads						
<input type="text" value="Search"/> <input type="text" value="Filters"/> + Add filters to narrow the data you are seeing.									
Last 30 days: Sep 22, 2019 – Oct <small>Note: Does not include today's data</small>									
+ Create Duplicate Edit More Rules View Setup Columns: Custom Breakdown Reports									
Campaign Name	Delivery	Results	Impressions	Cost per Result	Link Clicks	Website Purchases	Amount Spent	Website Purchases Conversion	Website Purchase ROAS (Return)
<input type="checkbox"/> <input checked="" type="checkbox"/> 3. HR-BOF - Retargeting - Catalog Sales	Active	462 Purchases	660,005	\$40.13 Per Purc...	4,835	462	\$18,539.07	\$302,205.70	16.30
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<input type="checkbox"/> <input checked="" type="checkbox"/> Conversions - Copy 2	Completed	— Purchase	—	— Per Purc...	—	—	\$0.00	\$0.00	—
<input type="checkbox"/> <input checked="" type="checkbox"/> Conversions - Copy	Completed	—	—	—	—	—	\$0.00	\$0.00	—
> Results from 9 campaigns		—	1,513,704 Total	—	8,655 Total	668 Total	\$24,307.16 Total Spent	\$432,348.00 Total	17.79 Average

Our results show what we achieved in a time span of 30 days. We achieved a 17.79x ROAS at \$24K/month spend! This was the result of the work we put leading up to this month. Such a ROAS result was only possible due to their higher AOV and LTV, which is an important factor when scaling campaigns.

Each purchase resulted in at least \$500+ spent by an acquired customer.

As you can see, we achieved a 17.79x return from the money they put in! This means every dollar they invested into ad spend, they received \$17.79 dollars back!

- *\$432,348 Sales*
- *\$24,307.16 Ad Spend*
- *1779% Return on Investment (ROI)*
- *668 Purchases*

\$432,348 SALES

1,779% ROI