



SEA DRAGON STUDIO

[www.seadragonstudio.com](http://www.seadragonstudio.com)

**\$33,004 SALES**

**555% ROI**

**Client:** Sea Dragon Studio

**Niche:** Ecommerce Store

**Service:** Facebook Ads

**Result:** \$5,946 Amount Spent, \$33,004 Sales, 555% ROI

**Date:** 1 August 2019 - 31 August 2019

**Timeline:** 1<sup>st</sup> 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>



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

Shop Now

👍👍👍 43      36 Comments 52 Shares



**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>



**Best sellers!** ✨

Fun, Comfortable & Fabulous!

Shop Now

**Best sellers!** ✨

Fun, Comfortable & Fabulous!



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

Campaign name	Results	Reach	Impressions	Link clicks	Amount spent	Cost per result	Purchase ROAS (return on ad spend)	Purchases Conversion Value
HR_TOF_Festival	65 Purchases	119,808	206,421	4,194	\$3,671.82	\$56.49 Per Purchase	3.51	\$12,877.30
HR_BOF_DPA	Multiple co...	2,079	29,128	572	\$1,943.91	Multiple conv...	9.17	\$17,828.59
HR_MOF - Burning Man	2 Purchases	6,850	19,458	273	\$204.58	\$102.29 Per Purchase	2.66	\$543.83
HR_BOF_Upsell - Video	6	2,287	6,772	92	\$126.35	\$21.06	13.88	\$1,754.36
> Results from 301 campaigns	—	124,320 People	261,779 Total	5,131 Total	<b>\$5,946.66 Total Spent</b>	—	<b>5.55 Average</b>	<b>\$33,004.08 Total</b>

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

As you can see, we achieved a 5.55x return from the money they put in!

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.



- *\$33,004 sales*
- *\$5946.66 advertisement spend*
- *140 purchases*
- *555% return on investment (ROAS)*

## **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 [redacted] Updated just now [refresh] Discard Drafts Review and Publish [gear]

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

<input type="checkbox"/>	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	

**\$33,004 SALES**  
**555% ROI**