



<https://northboundgear.co/>

\$572,062.62 REVENUE
4.79 ROAS

Client: NorthboundGear

Niche: Ecommerce Store

Service: Facebook ads

Results: 6,031 Purchases, \$572,062.62 Revenue, \$119,486.52 Ad spend, 4.79 ROAS

Campaign Timeline: February 2021

Context

NorthboundGear is an ecommerce company that designs, manufactures and sells high quality eco-friendly outdoor gear for the avid adventurer.

NorthboundGear 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 2.5X.

They had tried to push the results with another agency previously managing 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 most of the agencies are not able to keep up with the changes that Facebook constantly makes and so results can often be poor.

After seeing no improvement in the results, NorthboundGear 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



Northbound Gear
Sponsored · 🌐

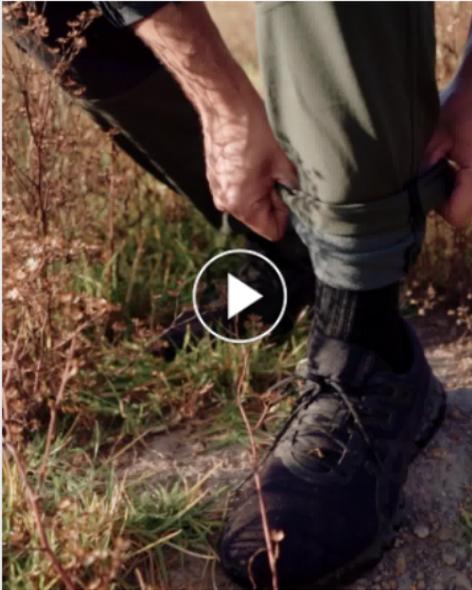


Hey Canada! 🇨🇦

Thanks for making the Northbound Gear Water Resistant Pants a hit in our country!

These pants are designed in Canada and made for Canadian weather!

If you haven't checked them out, hit 'SHOP NOW' & see what all the fuss is about!



NORTHBOUNDGEAR.CO
Save 47% + FREE SHIPPING!

SHOP NOW



Northbound Gear
Sponsored · 🌐



🏔️ Northbound Adventure Pants 🏔️

Breathable, comfortable and waterproof, the Northbound Adventure Pants are ready for your next adventure!

Click 'Shop Now' & order yours today!



Northbound Gear
Interest

SHOP NOW

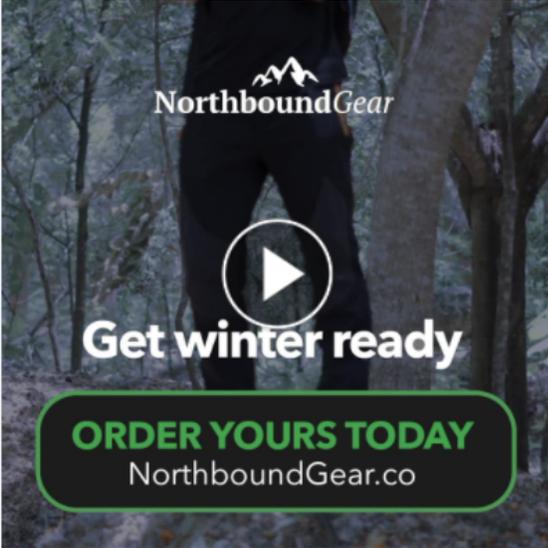
Northbound Gear
Sponsored · 🌐

Hey Canada! 🇨🇦

Thanks for making the Northbound Gear Water Resistant Pants a hit in our country!

These pants are designed in Canada and made for Canadian weather!

If you haven't checked them out, hit 'SHOP NOW' & see what all the fuss is about!



NORTHBOUNDGEAR.CO
Save 47% + FREE SHIPPING! [SHOP NOW](#)

Northbound Gear
Sponsored · 🌐

OOPS, You forgot to checkout!
Not to worry. We've got your cart saved and have an awesome deal for you!
Use the coupon code 'CHECKOUT15' to save an additional 15% off your order!
Hit 'Shop Now' to take advantage of this limited time offer!



NorthboundGear

NORTHBOUNDGEAR.CO
Get another 15% OFF!
Premium outdoor products for the ... [SHOP NOW](#)

Here are four samples of the ads we used in each step of the funnel.

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 avid adventurer, 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 love of exploring and adventure this with how the NorthboundGear would help them improve their outdoor experience.

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

Updated 20 minutes ago

Discard Drafts Review and publish

Ad sets Hobbykrafts US

Ad Set Delivery is Active and 5 more Impressions (ad set) > 0 Clear 1 Feb 2021-28 Feb 2021

Resource ce... Campaigns Ad sets Ads

+ Create Edit More View Setup Reports

On/Off	Ad set name	Purchases	Amount spent ↓	Purchases Conversion Value	Purchase ROAS (return on ad spend)
<input type="checkbox"/>	UK,CA,IRE, 21+ - no targeting	1,525 [2]	\$34,941.90	\$145,004.74 [2]	4.15 [2]
<input checked="" type="checkbox"/>	ww - page visits - no purchase	654 [2]	\$11,380.52	\$61,065.07 [2]	5.37 [2]
<input checked="" type="checkbox"/>	Purchases (2+ items)	524 [2]	\$10,461.70	\$49,182.52 [2]	4.70 [2]
<input checked="" type="checkbox"/>	Purchases (2+ items)	269 [2]	\$6,144.52	\$25,854.57 [2]	4.21 [2]
> Results from 70 ad sets ⓘ		6,031 [2] Total	\$119,486.52 Total Spent	\$572,062.62 [2] Total	4.79 [2] Average

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

As you can see, we achieved a 4.79x 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.

- \$572,062.62 in sales
- \$119,486.52 in advertisement spend
- 6,031 purchases
- \$310,400 profit
- 479% return on investment (ROAS)

Campaign Analysis

NorthboundGear 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 158 ad sets! This included split-testing many types of audiences, including lookalike audiences, normal interest targeting, broad targeting, even things such as targeting certain ads to only males and some only to females.

You can also see a lot of broad 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.

Ad sets Hobbykrafts USD - [REDACTED] Updated 25 minutes ago Discard Drafts Review and publish

Ad Set Delivery is Active and 5 more Impressions (ad set) > 0 1 Feb 2021-28 Feb 2021

Resource ce... Campaigns Ad s... 70 selected Ads for 70 Ad sets

+ Create Duplicate Edit More View Setup Reports

<input checked="" type="checkbox"/>	On/Off	Ad set name	Purchases	Amount spent ↓	Purchases Conversion Value	Purchase ROAS (return on ad spend)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	UK,CA,IRE, 21+ - no targeting	1,525 [2]	\$34,941.90	\$145,004.74 [2]	4.15 [2]
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	ww - page visits - no purchase	654 [2]	\$11,380.52	\$61,065.07 [2]	5.37 [2]
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Purchases (2+ items)	524 [2]	\$10,461.70	\$49,182.52 [2]	4.70 [2]
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Purchases (2+ items)	269 [2]	\$6,144.52	\$25,854.57 [2]	4.21 [2]
> Results from 70 ad sets ⓘ			6,031 [2] Total	\$119,486.52 Total Spent	\$572,062.62 [2] Total	4.79 [2] Average

\$572,062.62 REVENUE

4.79 ROAS