# Use Case 1





## **Customer requirements**

Double the revenue on the same ROAS (Return on ad spend) or higher for a quit smoking campaign.



### **Current condition**

- 1. There was less cold traffic on the website
- **2.** Retargeting the warm audience was totally missing.



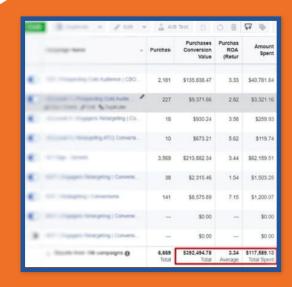
## **Digileap Solutions**

- 1. Run ads internationally, Use different creatives for different
- 2. levels.
  Use Ad Set Budget
  Optimizations and Campaign
  Budget Optimization
- **3.** For a lookalike audience in cold traffic, the FB algorithm worked better
- **4.** Use similar keywords for the interest-based audience.
- Organize a retargeting campaign for the warm audience



#### **Outcome**

- 1. Amount spend on ads: \$117,589.13
- **2**. Revenue: **\$392,494.78**
- 3. ROAS: 3.34



Customer Vertica

Cigarette brand

# Use Case 2





## **Customer requirements**

To scale a women clothing brand over 2.3 million dollars within 15 months of time



### **Current condition**

The client was running in negative in ad spent



## **Digileap Solutions**

- 1. Performed a deep dive analysis
- Analyzed and strategized the focus of the budget allocation across the funnel and the brand messages
- **3.** Utilize audience exclusions to decrease the audience overlap
- **4.** Drip new products across campaigns.
- 5. Keep turning back to the best sellers
- **6.** Offered Small discount for first-time buyers
- 7. Worked on making persuasive ad copies



#### **Outcome**

- 1. Facebook ad revenue in 15 months: \$2,300,000
- 2. Average ROAS: 3.11X

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	Delivery 1	Budget	Amount Spent -	Purchases	Cost per Perchase	Purchase ROAS (Return on Ad Spend)	Purchases Conversion Value	Impressions -	CPM (Cost per 1,000 - Impressions)	CTR (Link Click-Through Rate)
хру –	· Active	\$50.00 (w)	840.76	- 1	\$40.76	8.41	\$142.68	1,470	\$27.79	2.40
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RU/_	* Active	Using ad set bu	\$333.40	,	\$17.00	1.43	\$478.46	26,799	\$12.48	1.16
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wor.	* Active	Using ad set bu	\$136.57	2	568.29	0.75	\$101.96	6,300	921.68	1.36
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			8791,145.87	30,279	\$24.81	3.11	\$2,322,450.41	54795.301	\$13.72	2.00

Customer Vertica

Women clothing