

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.
5. 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**

Ad Set Name	Purchases	Purchases Conversion Value	Purchases ROA (Retur)	Amount Spent
US - Prospecting Cold Audience CBO	2,181	\$135,838.47	3.33	\$40,781.84
US - Retargeting Cold Audience CBO	227	\$9,371.66	2.82	\$3,321.16
US - Retargeting Warm Audience CBO	18	\$930.24	3.58	\$259.93
US - Retargeting ATQ Conversion CBO	10	\$673.21	5.62	\$119.74
US - Retargeting Conversion CBO	3,569	\$213,882.34	3.44	\$62,159.51
US - Retargeting Conversion CBO	38	\$2,315.46	1.54	\$1,503.25
US - Retargeting Conversion CBO	141	\$8,575.89	7.15	\$1,200.07
US - Retargeting Conversion CBO	---	\$0.00	---	\$0.00
US - Retargeting Conversion CBO	---	\$0.00	---	\$0.00
Total	6,689	\$392,494.78	3.34	\$117,589.13

Customer Vertical

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
2. 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**

AdSense ID	Budget	Amount Spent	Purchases	Cost per Purchase	Purchases (in US Dollars)	Purchases (in US Dollars)	Impressions	CPM (Cost per 1,000 Impressions)	ETR (Estimated Return Rate)
123456	\$500.00	\$45.76	1	\$45.76	0.41	\$52.65	1,470	\$35.75	2.5%
123457	\$500.00	\$16.42	1	\$16.42	0.57	\$55.58	10,911	\$5.08	3.7%
123458	\$500.00	\$498.23	17	\$29.31	2.73	\$1,116.33	18,828	\$59.29	2.5%
123459	\$500.00	\$203.80	6	\$33.97	1.43	\$478.86	26,739	\$17.91	1.5%
123460	\$500.00	\$274.99	6	\$45.83	1.72	\$289.14	14,534	\$19.90	1.5%
123461	\$500.00	\$161.07	2	\$80.54	0.76	\$103.90	4,920	\$20.50	1.9%
123462	\$500.00	\$221.74	8	\$27.72	1.41	\$238.02	28,976	\$8.21	1.4%
123463	\$500.00	\$142.71	21	\$6.80	1.36	\$2,495.14	178,549	\$13.81	1.9%
123464	\$500.00	\$121.65	101	\$1.21	1.91	\$5,280.14	448,853	\$11.67	2.5%
123465	\$500.00	\$545.71	114	\$4.79	2.49	\$6,811.82	298,144	\$22.85	3.1%
123466	\$500.00	\$1,038.00	57	\$18.21	4.58	\$4,166.46	21,821	\$189.87	2.9%
123467	\$500.00	\$1,663.76	265	\$6.28	4.43	\$22,197.06	171,123	\$129.64	2.9%
123468	\$500.00	\$0.00	0	\$0.00	0.00	\$0.00	0	\$0.00	0.0%
123469	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123470	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123471	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123472	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123473	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123474	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123475	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123476	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123477	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123478	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123479	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123480	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123481	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123482	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123483	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123484	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123485	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123486	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123487	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123488	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123489	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123490	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123491	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123492	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123493	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123494	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123495	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123496	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123497	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123498	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123499	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%
123500	\$500.00	\$100.00	1	\$100.00	0.01	\$5.00	1,000	\$5.00	0.1%