Company Goals: This is a health and skin care brand that is primarily e-com. They sell in the US primarily but do offer worldwide shipping. The main goal is to scale this business. When we started off, they were spending on average from $1-2k with a 5X ROAS.

The Challenge: At this point, the client would try and spend more but it would cause the overall ROAS to drop in comparison from when they were spending 1-2k. They weren't sure how to take their FB advertising to a new level. So, we did a total revamp and created a new funnel to create an awesome customer journey. We ultimately wanted to get them to continuously spend double each month while maintaining a ROAS of 3-5X.

Analyzation: Once we had a chance to dive into the account, we saw they had a great audience to go after but weren't fully taking advantage of the prospects who were on the fence. We noticed the audiences were saturated and the creative had been running for quite a while ultimately causing a creative fatigue. It was a small business I knew we could scale rapidly based on the type of engagement as well as the Traffic. One of the biggest things I noticed is that they weren't taking advantage of DPA's or dynamic product ads. This tool does wonders when it comes to e-com and when you have more then 3-5 products. I also noticed they weren't creating any new audiences based off previous data which is another huge area to expand on. They have a ton of great content whether it was videos, quizzes, and a group to back the customers so everyone can talk about the products and their experiences. So based on that, I knew I would have about 10 new audiences to test once we pulled the correct data.

The Testing Phase: When it comes to scaling. It involves quite a bit of testing. In this scenario, the main things we tested were audiences and creative. We also tested different placements and devices from where we saw the greatest return and traction. The largest component of testing was the type of marketing we were going to implement. We tested running ads about the specific products and the benefits but also tested a more content marketing approach which consisted of blog post where it wasn't a hard sale at all. It was to bring out ideal audience into the funnel to give them a customer journey they wouldn't forget creating a higher LTV since we focused on that journey in depth. The content marketing was 100% the way to go int his scenario.

Implementation: With a total revamp of the account, we tested bout 8 different audiences consisting of lookalikes built of videos as well as purchases. We segmented the lower LTV with the higher LTV to really expand our net to reel in as many people into our funnel. From a prospecting perspective, we used conversion campaigns optimizing for specific landing pages (blog post). Once they went to that page, they were then thrown into the re-targeting. The key piece in re-targeting is to have an ad in the very middle of the funnel which wasn't a sale at all. It was a testimonial from some of our top products. This is to build the trust and credibility of the brand. It's competitive out there so we really wanted to
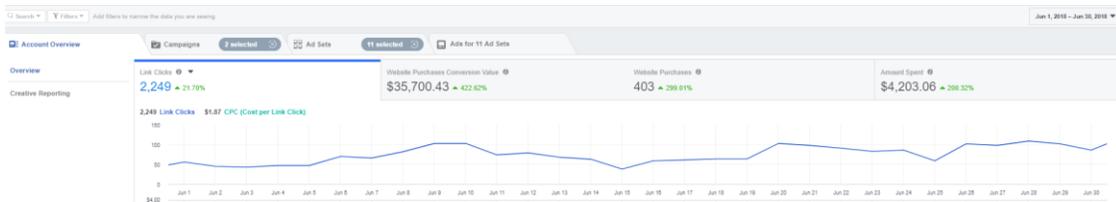
differentiate ourselves from competitors by having a variation of ads depending on which point in the conversion cycle they were until they purchase. Another huge segment is the DPAs which focused on re-targeting for the specific products the prospects were viewing. We segmented it heavily with people who just viewed the product vs people who added it to their cart. These individuals are at 2 complete different points in the conversion cycle. So when viewing the product, it was more of a reminder. For the add to cart, it consisted off different offers to really help sway them if they are on the fence to make a purchase with an offer they can't refuse. I had each section segmented by days to create a sequence. We went off a 1 day,3 day,7 day,14 day, and 30 day sequential re-targeting phase. This way, there was no creative fatigue and continuously switched up the ads to create a more relevant customer Journey.

The Outcome: Once we got everything in action. Everything flowed extremely nicely. From prospecting directing to the blog post, to the DPAs catching the low hanging fruit through each sequential re-targeting ad. The very next month, we spent a total of $4,200 and got $35,700 in return. The previous month, they had spent $1,440 and got $7,734 in return. When scaling, the ROAS usually goes down with the more you spend. But in this case, we were able to knock it out of the park and keep it consistent. Within that month we started, we were able to get them 4X as many purchases overall. Now with this set up we have, we cast a wide net and focus on the re-targeting the most. So with that being said, our total return on ad spend was 13.9X what we spent. During the month of June, we spent $1,783 and had a return of $24,843. For prospecting, we spent $2,017 and had a return of $10,686. With this being said, the client is happy and we're going to be ramping this up to scale this account to the moon. Below are attached screenshots of metrics.

May

June

July

Re-targeting June

Results	Reach	Impressions	Cost per Result	Amount Spent	Relevance Score	Frequency	Link Clicks	Landing Page Views	Website Purchases	Website Adds to Cart	Website Purchase ROAS (Return on Ad Spend)	Website Purchases Conversion
— Purchase	—	—	— Per Purchase	$0.00	—	—	—	—	—	—	—	$0.00
7 Purchases	2,175	15,587	$36.09 Per Purchase	$252.66	3	7.17	164	131	7	48	2.99	$754.71
— Purchase	—	—	— Per Purchase	$0.00	—	—	—	—	—	—	—	$0.00
97 Purchases	3,495	24,761	$4.34 Per Purchase	$420.51	6	7.08	376	326	97	292	18.17	$7,641.86
20 Purchases	31,472	33,236	$16.52 Per Purchase	$330.41	2	1.06	67	48	20	56	6.82	$2,254.92
— View Content	—	—	— Per View Content	$0.00	—	—	—	—	—	—	—	$0.00
26 Purchases	6,518	28,844	$17.15 Per Purchase	$446.02	3	4.43	160	128	26	84	5.58	$2,489.58
1,855 Views Content	598	8,467	$0.14 Per View Content	$260.08	2	14.16	99	96	107	268	36.47	$9,483.86
295 Views Content	1,402	3,978	$0.25 Per View Content	$74.03	2	2.84	38	30	25	56	29.97	$2,218.57
—	41,272 People	114,873 Total	—	$1,783.71 Total Spent		2.78 Per Person	904 Total	759 Total	282 Total	804 Total	13.93 Average	$24,843.50 Total

Prospecting June

Results	Reach	Impressions	Cost per Result	Amount Spent	Relevance Score	Frequency	Link Clicks	Landing Page Views	Website Purchases	Website Adds to Cart	Website Purchase ROAS (Return on Ad Spend)	Website Purchases Conversion
— Purchase	—	—	— Per Purchase	$0.00	—	—	—	—	—	—	—	$0.00
20 Purchases	31,472	33,236	$16.52 Per Purchase	$330.41	2	1.06	67	48	20	56	6.82	$2,254.92
20 Purchases	6,296	30,671	$21.28 Per Purchase	$425.51	2	4.87	76	45	20	35	2.85	$1,214.04
39 Messaging Conver...	1,296	2,050	$1.24 Per Messaging Con...	$48.32	4	1.58	40	1	6	8	4.47	$215.80
74 Messaging Conver...	508	2,317	$0.71 Per Messaging Con...	$52.58	5	4.56	83	5	9	33	18.03	$947.86
— Purchase	3	21	— Per Purchase	$0.70	—	7.00	—	—	—	—	—	$0.00
132 Post Engagements	694	1,034	$0.44 Per Post Engagement	$58.34	3	1.49	10	6	4	10	7.09	$413.80
54 Purchases	3,417	8,432	$3.28 Per Purchase	$177.02	3	2.47	67	58	54	150	34.72	$8,146.68
—	39,496 People	77,761 Total	—	$1,092.88 Total Spent		1.97 Per Person	343 Total	163 Total	113 Total	292 Total	10.24 Average	$11,193.10 Total