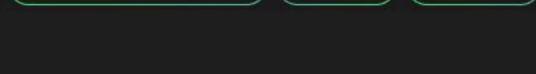


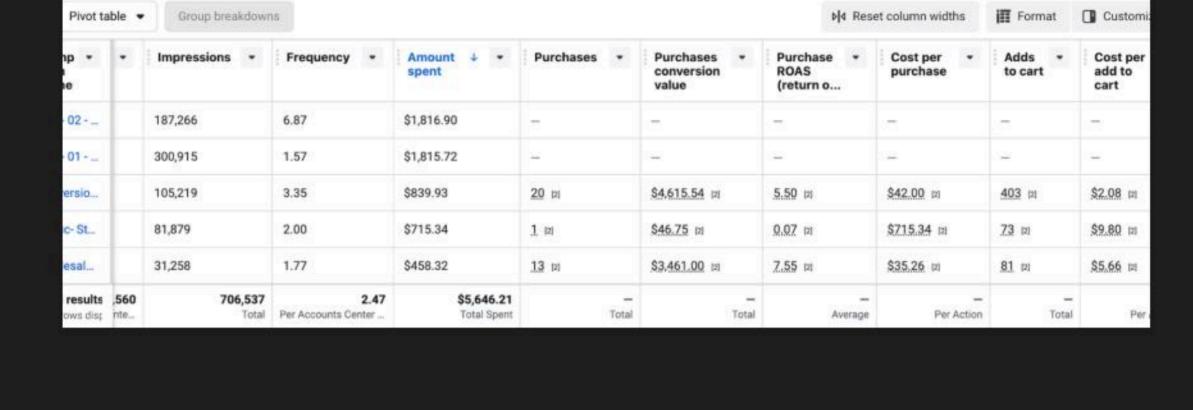
About the project Vintage clothing USA Shopify



for three generations. At the heart of their operation is a passion for vintage clothes, which drives their meticulous sourcing and inspection processes. Dedicated to making fashion more accessible, they strive to foster sustainability and strengthen community ties through their business practices.

The business has been a champion of high-quality vintage fashion

Ads performance before



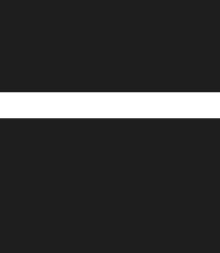
The primary objective is to double transactions and revenue by increasing the sales of boxes and bales of vintage clothing. The

enhance financial performance.

The goal

Had delivery X Search and filter

target is to get 300%+ ROAS, aiming to expand market reach and



Clear Aug 13, 2022 - Oct 28, 2022

Audited previous campaigns to gain insights into past actions;

Approach

Conducted a comprehensive

Pixel, and Conversions API to

assess the current situation;

technical audit, including Facebook

segments;

Developed a marketing strategy

the funnel for B2B and B2C

that encompassed all stages of

 Explored Audience Interests in acquisition campaigns to identify B2B and B2C segments.

B2B and B2C segments;

Launched Meta Shop (Catalog);

Launched segmented retargeting for

Ads performance after

▶|4 Reset column widths

Cost per

purchase

\$14.54 (2)

\$45.26

Purchase

(return o...

ROAS

33.06 |

4.96 12

Customize

add to

\$2.00

\$6.12 12

cart

Cost per *

III Format

Adds

459 pg

148 (2)

to cart

Q Had delivery X Search and filter

Frequency

2.48

2.36

Amount 4

\$916.04

\$905.19

Group breakdowns

Impressions *

156,074

108,312



Purchases

63 🖾

20 12

Purchases

conversion

\$30,286.11

\$4,490.13 12

value

Pivot table +

Camp *

[OE] OLD _

[OE] Traffi...

name

- Results
- Increased the number of transactions, which resulted in a boost in revenue (154 transactions, bringing in \$44,529.57, compared to only 34 transactions and \$8,123.29 before);

Increased ROAS by 1350%.