

1350%  
ROAS in 32 days



## About the project

Vintage clothing

USA

Shopify

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

## Ads performance before

Had delivery										
Search and filter										
Aug 13, 2022 – Oct 28, 2022										
Pivot table										
Group breakdowns										
Reset column widths										
Format										
Customs										
	Impressions	Frequency	Amount spent	Purchases	Purchases conversion value	Purchase ROAS (return o...	Cost per purchase	Adds to cart	Cost per add to cart	
02 - ...	187,266	6.87	\$1,816.90	—	—	—	—	—	—	
01 - ...	300,915	1.57	\$1,815.72	—	—	—	—	—	—	
versio...	105,219	3.35	\$839.93	20	\$4,615.54	5.50	\$42.00	403	\$2.08	
e-St...	81,879	2.00	\$715.34	1	\$46.75	0.07	\$715.34	73	\$9.80	
esal...	31,258	1.77	\$458.32	13	\$3,461.00	7.55	\$35.26	81	\$5.66	
results	560	706,537	2.47	\$5,646.21	—	—	—	—	—	
rows disp		Total	Per Accounts Center ...	Total Spent	Total	Total	Average	Per Action	Total	Per

## The goal

The primary objective is to double transactions and revenue by increasing the sales of boxes and bales of vintage clothing. The target is to get 300%+ ROAS, aiming to expand market reach and enhance financial performance.



## Approach

- Conducted a comprehensive technical audit, including Facebook Pixel, and Conversions API to assess the current situation;
- Launched Meta Shop (Catalog);
- Audited previous campaigns to gain insights into past actions;
- Launched segmented retargeting for B2B and B2C segments;
- Developed a marketing strategy that encompassed all stages of the funnel for B2B and B2C segments;
- Explored Audience Interests in acquisition campaigns to identify B2B and B2C segments.

## Ads performance after

Had delivery										
Search and filter										
Jun 13, 2023 – Aug 28, 2023										
Pivot table										
Group breakdowns										
Reset column widths										
Format										
Customize										
	Impressions	Frequency	Amount spent	Purchases	Purchases conversion value	Purchase ROAS (return o...	Cost per purchase	Adds to cart	Cost per add to cart	
[OE] OLD ...	156,074	2.48	\$916.04	63	\$30,286.11	33.06	\$14.54	459	\$2.00	
[OE] Traff...	108,312	2.36	\$905.19	20	\$4,490.13	4.96	\$45.26	148	\$6.12	
[AE] Retar...	72,010	23.88	\$818.58	5	\$1,919.53	2.34	\$163.72	75	\$10.91	
[AE] Retar...	30,706	15.06	\$455.55	15	\$3,716.50	8.16	\$30.37	69	\$6.60	
[AE] Retar...	31,199	7.00	\$293.43	13	\$6,733.77	22.95	\$22.57	84	\$3.49	
Advantag...	9,700	1.63	\$75.95	1	\$475.00	6.25	\$75.95	16	\$4.75	
[OE] Traff...	8,766	1.75	\$61.18	—	—	—	—	4	\$15.30	
Total results	111	416,767	3.72	\$3,525.92	117	\$47,621.04	13.51	\$30.14	\$55	\$4.12
7 / 7 rows disp		Total	Per Accounts Center ...	Total Spent	Total	Total	Average	Per Action	Total	Per Action

## 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%.