

516%
ROAS

for a home
decor store



About the project

Furniture

Australia

Shopify

The company sources unique, ethically made furniture and homewares from artisans around the world. Their modern bohemian pieces are crafted to bring calm and serenity into homes, helping to create relaxed, resort-like spaces with timeless, authentic decor.

The goal

Our target was to achieve over \$10,000 in monthly sales while maintaining a return on ad spend (ROAS) of 5 or higher. This meant for every dollar spent on advertising, we aimed to earn five dollars in return.



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Meta Ads performance after

Feb 1, 2024 - Aug 31, 2024											
1-200 of 394											
Off / On	Campaign	Cost per add to cart	Checkouts initiated	Checkouts initiated conversion	Cost per checkout initiated	Purchases	Website purchases	Cost per purchase	Purchases conversion value	Purchase ROAS (return on ad spend)	Export
		\$2.41	17	\$2,853.80	\$6.09	3	3	\$34.50	\$6,723.10	45.98	
		\$4.74	1	\$0.00	\$23.72	1	1	\$23.72	\$1,080.00	45.53	
		\$4.34	19	\$4,772.50	\$12.78	8	8	\$28.74	\$3,730.45	16.22	
		\$1.52	25	\$4,496.00	\$3.90	5	5	\$19.48	\$1,348.00	13.84	
		\$6.46	31	\$8,272.00	\$16.89	8	8	\$65.43	\$8,316.20	12.07	
		\$12.03	1	\$1,120.00	\$188.38	1	1	\$188.38	\$1,734.00	10.30	
		\$17.05	11	\$6,056.00	\$50.89	4	4	\$85.23	\$3,319.90	9.74	
		\$4.66	30	\$9,126.30	\$8.82	11	11	\$24.34	\$2,492.20	9.31	
		\$15.17	2	\$2,800.00	\$15.17	1	1	\$30.32	\$249.00	7.91	
		\$4.43	14	\$2,718.50	\$14.87	4	4	\$52.05	\$1,636.00	7.86	
		\$15.97	13	\$1,380.40	\$29.48	5	5	\$76.66	\$2,996.75	7.82	
		\$16.09	4	\$2,535.00	\$76.42	3	3	\$101.90	\$2,246.40	7.35	
		\$6.34	207	\$19,355.38	\$17.16	57	57	\$62.28	\$26,466.34	2.96	
	Results from 394 campaigns	\$7.10	930	\$225,746.86	\$23.17	272	272	\$79.21	\$111,264.37	5.16	
	Excludes deleted items	Per Action	Total	Total	Per Action	Total	Total	Per Action	Total	Average	

Results

We saw a big increase in sales, with 272 transactions, bringing in \$111,264.37 in revenue. We also achieved a ROAS of 5.16, meaning for every dollar we spent, we earned over five dollars back.