



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

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.

Our target was to achieve over \$10,000 in monthly sales while maintaining



Feb 1, 2024 - Aug 31, 2024

(return on ad

64.98 □

45.53

conversion

\$6,725.10 [1]

\$1,080,00 14

purchase

\$34.50 =

\$23.72

311

13

The company sources unique, ethically made furniture and

Australia

Furniture

About the project

Shopify

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.

Cost per add to Purchases initiated checkout Initiated purchases Initiated \$2.41 12 = \$2,853,80 = 311 \$6.09 17 \$4.74 10 12 \$23,72 10 110 \$0.00

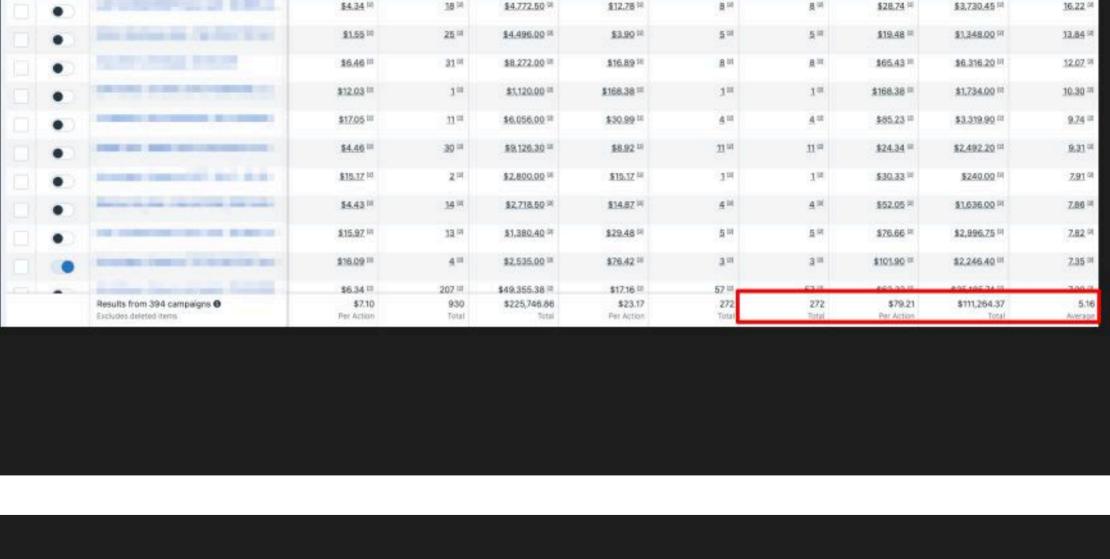
Checkouts

Ads

OR Ad sets

A/B test

Meta Ads performance after



Website

Search and filter

Campaigns

Results

\$111,264.37 in revenue. We also achieved a ROAS of 5.16, meaning for every

We saw a big increase in sales, with 272 transactions, bringing in

dollar we spent, we earned over five dollars back.