

How A Solid Funnel Generated a 600% Return for This E-commerce brand

Being in the fashion industry it's one of the hardest markets to advertise on Facebook given that there is so much competition. The global fashion market was valued at a massive \$1.7 trillion in 2022 and projected to grow to +\$1.002 trillion by 2025.

Background

Our feature company is a backpack brand focused on the urban lifestyle. Before we started working with them, they were not sure if another agency was the right fit for them. They had been burnt in the past and after the IOS 14 update, they thought Facebook advertising was done.

However, after our first onboarding call, they felt in the right hands with Prominence. We were able to reassure them with our strategic account plan, specifically tailored to a fashion brand like themselves. Our systemized way of working and our client first approach of business was what attracted them the most.

Results

This is what their 3rd month working with us looked like:

Budget Spent on Facebook & Instagram Ads: **€3298,79**

Revenue attributed to Facebook & Instagram Ads: **€19 858,72**

Return on investment: 602%

It's safe to say that our clients were over the moon with these results. Below you can find the exact keys that we implemented to grow their advertising successfully in only four months.

Always optimise for conversions

If your marketing agency or freelancer ever advises you to use awareness campaigns or link-click campaigns to create awareness first, start running for the hills as fast as you can. You see, not all clicks are created equal.

The algorithms of the large advertising platforms have become incredibly smart at predicting which people are reaching their 'zero moment of truth', or the moment that they are actually shopping for a certain product.



Make sure you use this intelligence as a brand and don't waste your budget on awareness campaigns. Because the same goes for these campaigns. Facebook will give you exactly what you want and show your video to as many people as possible. the problem is that these people might not be willing to buy or might not even be considering making a purchase of your products. That's why you should always optimise for conversions even if this conversion is not a purchase event.

In our client's case, they were getting clicks at 5 cents per click. However, their return was only 50%. They were spending €1 to make back €0,5.

A few months later, we were spending around 1€ per click. However, the return on those clicks shot up to 600%.

It's safe to say you should pay a little more and optimise for quality clicks.

Focus on one funnel at a time

When we first onboarded this new client, they wanted to try all sorts of funnels at a time. They were disappointed when we told them we were going to focus on only one funnel and sell only one product through our ads to start with. However, when they saw how we were able to optimise this funnel and get them at 600% return on ad spend, they knew that we had the right systems in place.

Don't use the spaghetti approach: throwing everything at the wall and hoping something will stick.



Constantly optimise your campaigns

You might have noticed that I said that we got his results for them in the first three months. Now maybe you were wondering what happened in the first two months. To be completely honest: the results weren't like this from day one.

In fact, 8 out of 10 online ads and campaigns fail in the first few weeks of launching them. That's why it's important to keep optimising your ads and campaigns until you find the magic few that convert well enough to scale up.

At Prominence, we call this Kaizen, borrowed from the Japanese car brand Toyota. Basically, it means we try to constantly iterate our processes and make tiny adjustments that will improve our campaigns 1%.



Would they recommend Prominence?

This is what the founder of this e-commerce brand told us last week:

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“I would highly recommend Prominence to all businesses that want to advertise on Facebook & Instagram. The systemized way of working at Prominence helped us get the results we wanted.”

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