

# How This e-commerce brand generated €116 000 in 30 days with Facebook ads (on a 1031% ROAS!)

End of March 2022, we started working with an e-commerce brand that operates within the art and crafts sector. In June, they told us they wanted to scale up their advertising efforts during the month of July..

And these campaigns blew up!

These are the exact things we did to generate approximately €116 000 in revenue from €11 242 in ad spend.

Off / On	Campaign	Amount spent	Purchases conversion value	Purchase ROAS (return on ad spend)
		€2,247.45	€95,920.20	42.69
		€8,994.91	€19,985.89	2.22
		€0.00	€0.00	—
		€0.00	€0.00	—
		€0.00	€0.00	—
		€0.00	€0.00	—
		€0.00	€0.00	—
		€0.00	€0.00	—
		€0.00	€0.00	—
		€89.98	€195.00	2.17
		€0.00	€0.00	—
		€0.00	€0.00	—
		€0.00	€0.00	—
		€0.00	€0.00	—
Results from 90 campaigns		€11,242.36 Total Spent	€115,906.09 Total	10.31 Average

# 1. How well do you know your customer?

Creative is and will always continue to be the king when it comes to Facebook advertising. Especially since the dreaded IOS14+ updates, it's more important than ever to really know what your client wants to see appear in his feed, stories or reels.

Like we always say: a great social media ad doesn't look like an ad, it looks like a piece of content that the user would see in his/her feed either way.

So, when we started working with this client, we dove deep into their customer avatar. We did an interview with the founder, talked to several customers, scanned reviews and reddit boards for feedback, to create a deep understanding of their customer.



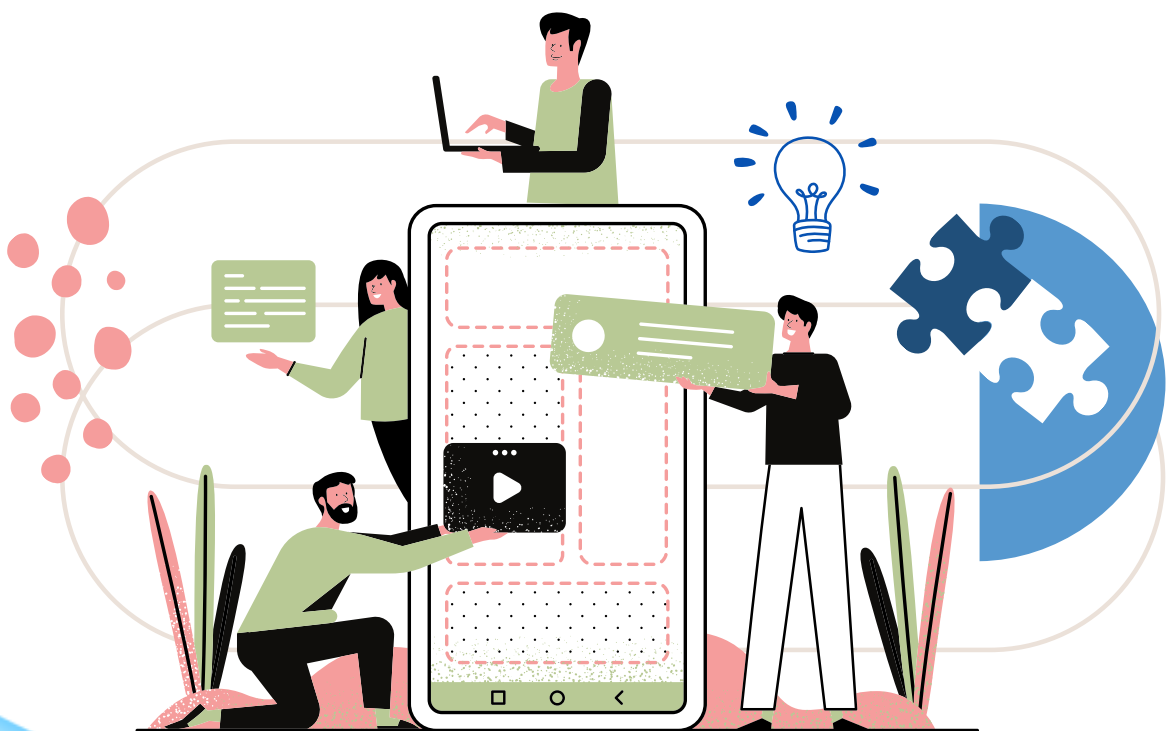
## 2. Creative, Creative, Creative

After doing our deep dive research into their customer avatar, we identified several pain points we would be portraying in our ads. From there, our creative team did an amazing job on designing graphics, gifs and editing videos to create several high quality, high converting ads.

For this campaign specific, we tested our creatives by using the dynamic creative function immediately. Normally, when we test our creatives, we would separate them out to see what ad would get the best results.

However, at the point of writing this, I do believe that this is a flawed mindset. You see, we don't just want to find out what the best creatives are. We want to place creatives in front of people that are most likely to respond to that specific creative. This is where Dynamic Creative fits in perfectly.

Plus, dynamic creatives offer another advantage. By not separating the ads out in different posts, you receive all engagement on the same post id. This means that, whatever creative a person sees, he or she will always see the existing engagement on our ad.



### 3. Use TikTok to identify content trends and new hooks

TikTok and Facebook have a weird relationship when it comes to results.

You see, Typical Facebook & Instagram ads don't work when advertising on TikTok...

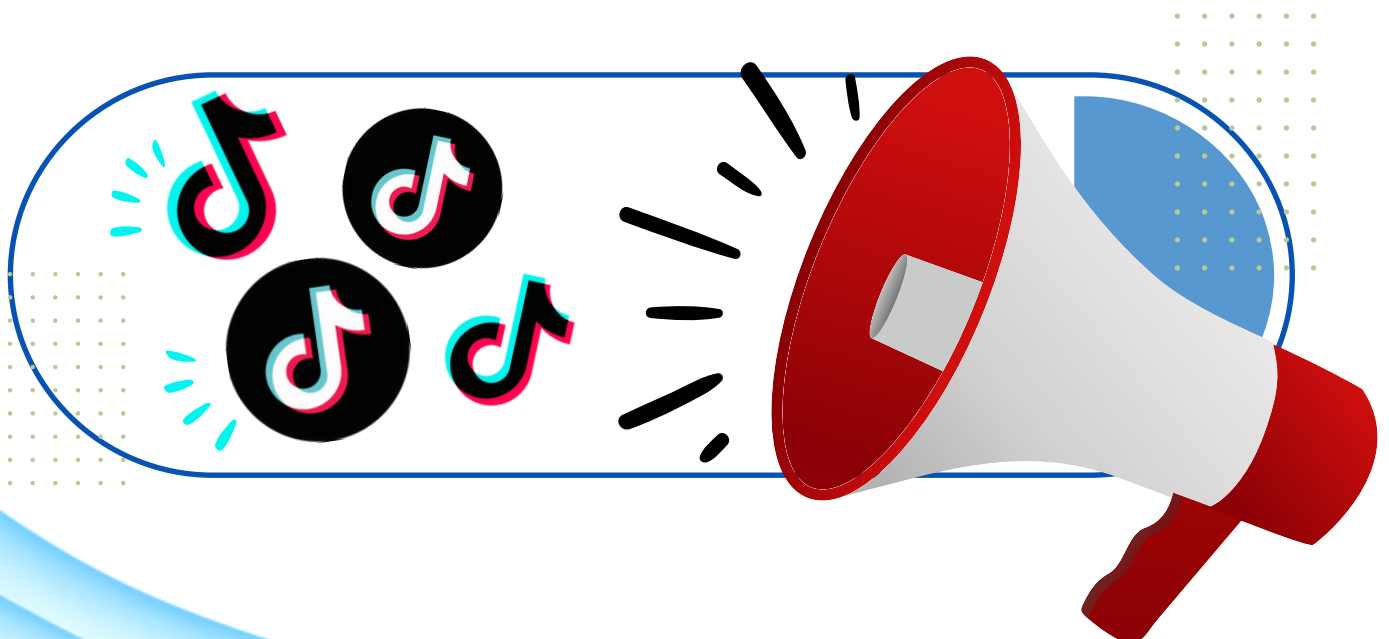
BUT, TikTok hooks work really, really, really well on Instagram & Facebook.

And it's not that crazy. Whereas TikTok used to be a platform for kids & teenagers, over 60% of the current users on TikTok are older than 30 years old. Yes, read that again. 60% of their user base is over 30.

And with TikTok being all the rage these days, people love to see their favourite trends and video hooks everywhere. Including in their Facebook & Instagram feeds.

By browsing the TikTok app, looking for product videos related to our clients' products, we discovered 3 different, brand new hooks we had not seen before in a Facebook or Instagram ad.

And Yes, these TikTok based hooks had a massive thumb stop rate, and almost doubled this client's CTR.



## The result

In 30 days, we spent €11 242 to generate €115 906 in revenue, resulting in a ROAS of 1031%. Not bad for July, one of the slowest months of the year for a lot of companies.

(A word of caution: this is no unique result in our agency, but unfortunately also not the rule when it comes to online advertising. 8/10 campaigns fail, even for the best marketing professionals in the world. What's important is how you deal with this failure and use this information to continue to strive for better results with a greater return on your advertising.)

## What do they say about Prominence?



“Prominence gave us the open communication and clarity we needed to take our ad spend to the next level. We believe we have a great product, but now thanks to the amazing campaigns and advertising efforts from Prominence, people all over the world can enjoy it! We would definitely recommend anyone to work with Michael’s team.”

