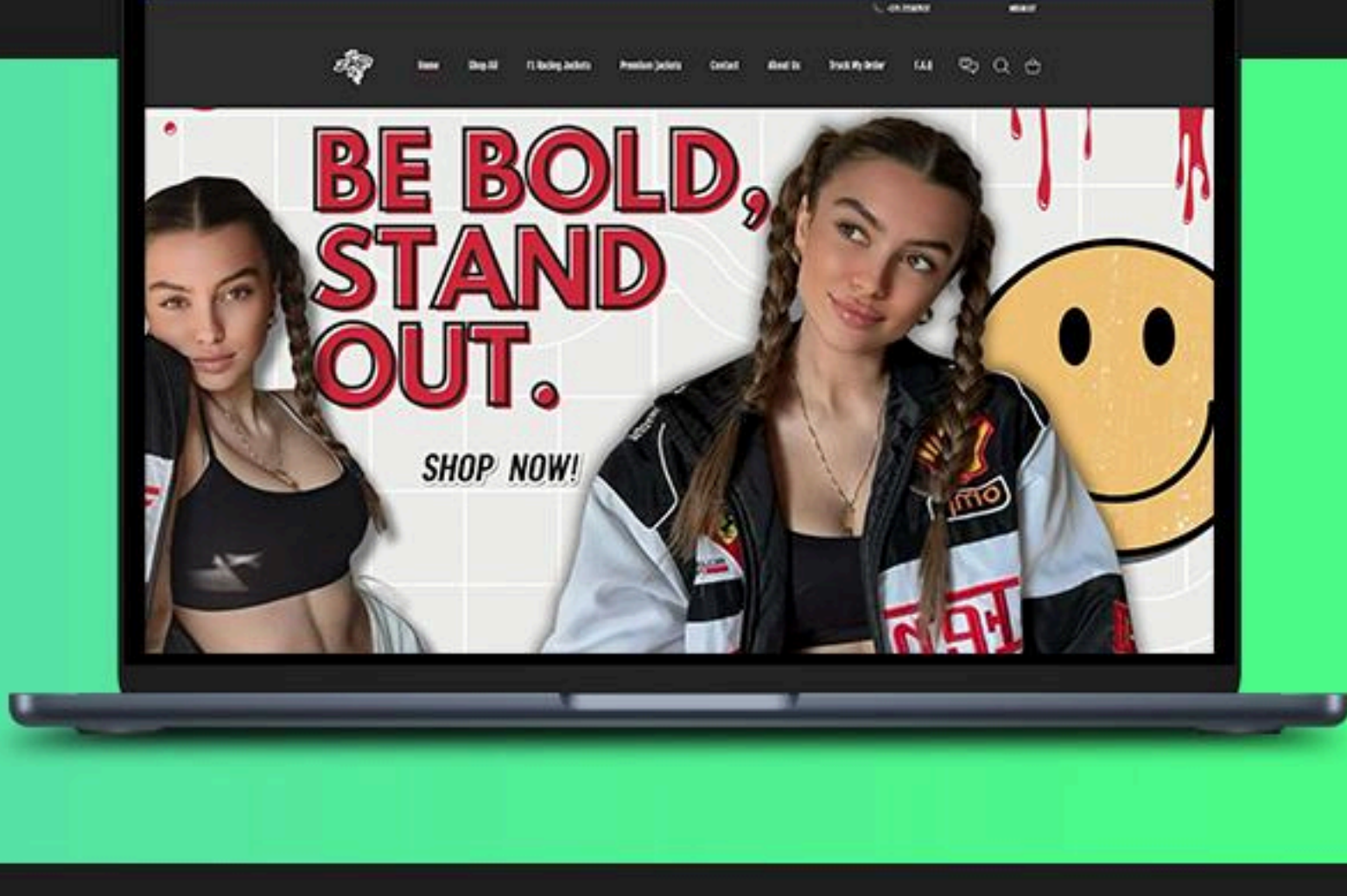


402%  
revenue growth



## About the project

ClothingUSAShopify

The business combines passion for fashion with impeccable style, offering a curated selection of top-tier jackets and clothing that make bold statements while providing comfort and functionality.

## Meta Ads performance before

Search and filter							Feb 1, 2024 – Mar 31, 2024
Campaigns							Ad sets for 1 Campaign
+ Create							Ads for 1 Campaign
Off / On							Custom
Campaign							Breakdown
Purchases							Reports
Cost per purchase							Export
Purchases conversion value							
Purchase ROAS (return on ad spend)							
Amount spent							
		275	£17.62	£19,649.46	4.06	£4,844.82	
		45	£24.98	£3,346.45	3.02	£1,106.29	
		109	£18.67	£7,424.86	3.79	£1,940.51	
		—	—	£0.00	—	—	
		—	—	£0.00	—	—	
		—	—	£0.00	—	—	
		—	—	£0.00	—	—	
		—	—	£0.00	—	—	
		—	—	£0.00	—	—	
Results from 29 campaigns		481	£19.52	£34,750.11	3.70	£9,390.25	
Excludes deleted items		Total	Per Action	Total	Average	Total spent	

## The goal

The main objective of this project is to achieve €50,000 in monthly sales.



## Approach

- Performed a Meta Ads audit, including historical data analysis and technical setup
  - Analyzed previous campaigns to extract insights from past initiatives
  - Analyzed competitors' strategies
  - Developed a performance Meta Ads strategy covering TOFU, MOFU, and BOFU
- Optimized Meta catalog and Instagram Shop
  - Tested different targeting approaches and defined top-performing audience segments
  - Launched various creative types, including UGC videos, Carousel formats, Static images, Catalog ads, and Collection ads

## Meta Ads performance after

Search and filter							Apr 1, 2024 – May 31, 2024
Campaigns							Ad sets for 1 Campaign
+ Create							Ads for 1 Campaign
Off / On							Custom
Campaign							Breakdown
Purchases							Reports
Cost per purchase							Export
Purchases conversion value							
Purchase ROAS (return on ad spend)							
Amount spent							
		604	£16.55	£49,090.88	4.91	£9,993.60	
		2	£14.30	£199.98	5.59	£28.60	
		483	£21.17	£40,148.27	3.93	£10,225.83	
		—	—	£0.00	—	—	
		5	£48.89	£353.95	1.45	£244.46	
		25	£35.40	£2,035.12	2.30	£885.07	
		—	—	£0.00	—	—	
		10	£32.01	£897.88	2.80	£320.10	
		3	£82.28	£299.97	0.97	£246.85	
		2,102	£21.00	£174,609.20	3.96	£44,148.52	
		Total	Per Action	Total	Average	Total spent	

## Results

Achieved an increase in transactions, leading to a significant revenue boost (2102 transactions, generating \$174,609.20 with a 3.96 ROAS, a notable improvement from the prior 481 transactions and \$34,750.11).