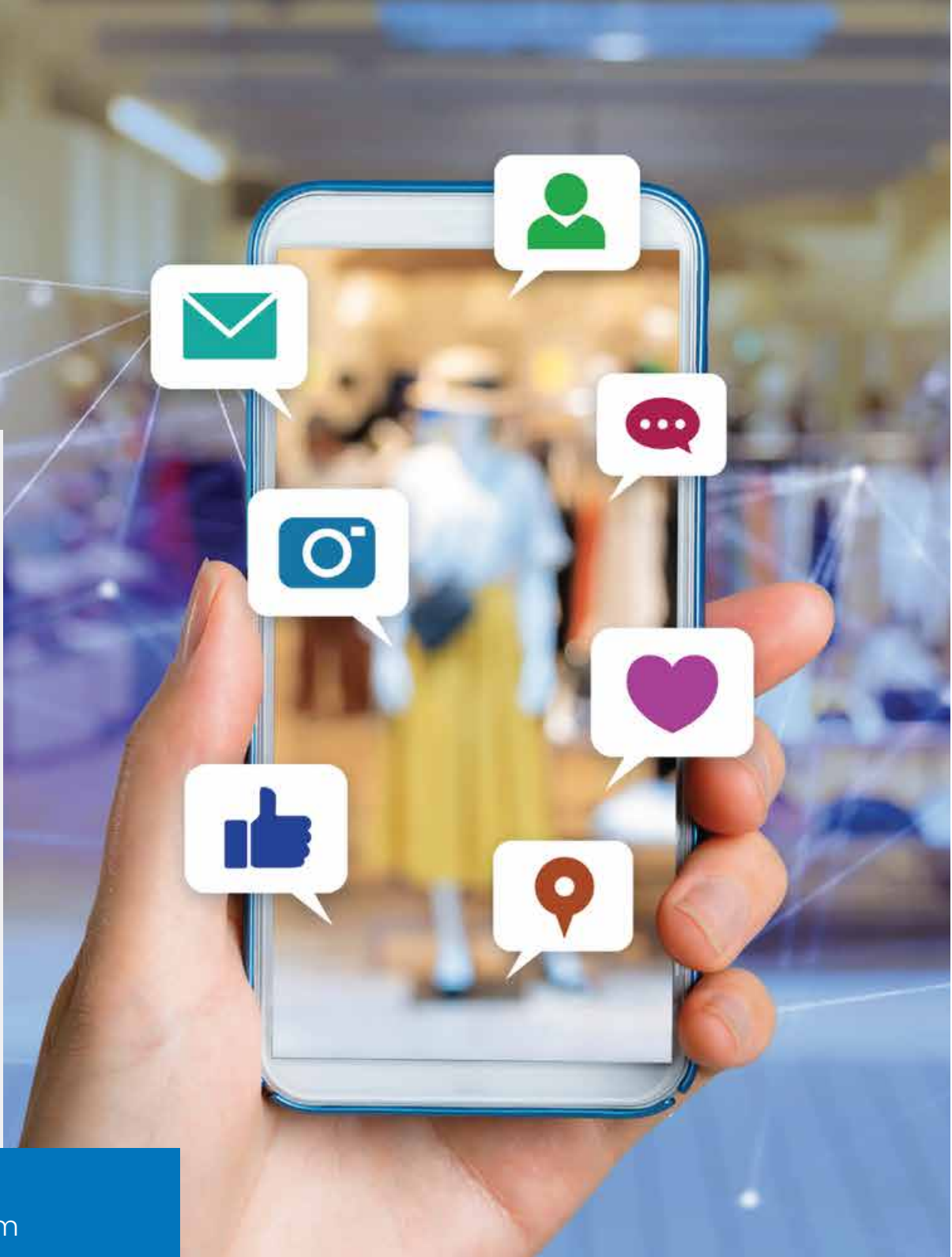


Digital Estate Media Case Study





One way to make sure you are found on the web is with an optimized digital marketing strategy. Most digital marketing strategies and campaigns have following 5 objectives.

Why digital Estate Media?

We have a unique entrepreneurial approach to how we work with our clients.



People

Our People are the lifeblood of our success. We have spent the last 3 years building a culture of excellence and a support to ensure long term growth.



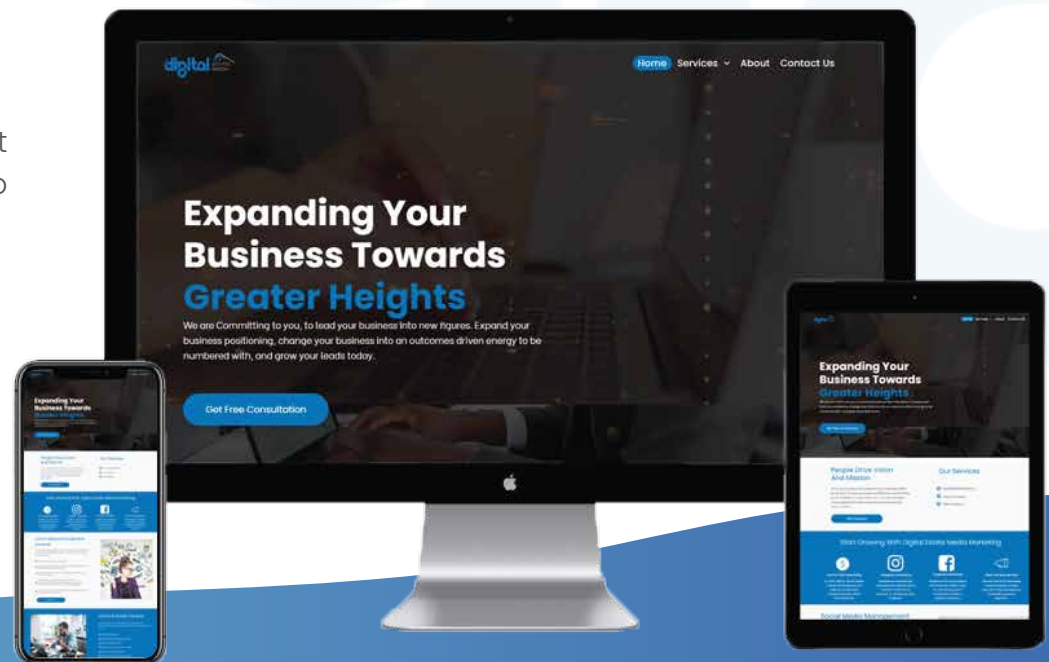
Technology

We are up to date on the latest and most effective platforms to help deliver value to our clients and partners.



Process

Once we understand how you operate, we optimize the workflow to fit your growth stage and help scale.



digital

Estate Media

Marketing Measurement

- ✓ Social Media Marketing
- ✓ Google Ads
- ✓ Tik Tok Ads
- ✓ Facebook Ads
- ✓ Email Marketing
- ✓ LinkedIn As A Service (Lead Generation)



We help you grow

We were able to generate new business for the client and provide opportunities for expansion.

Over Traditional Marketing

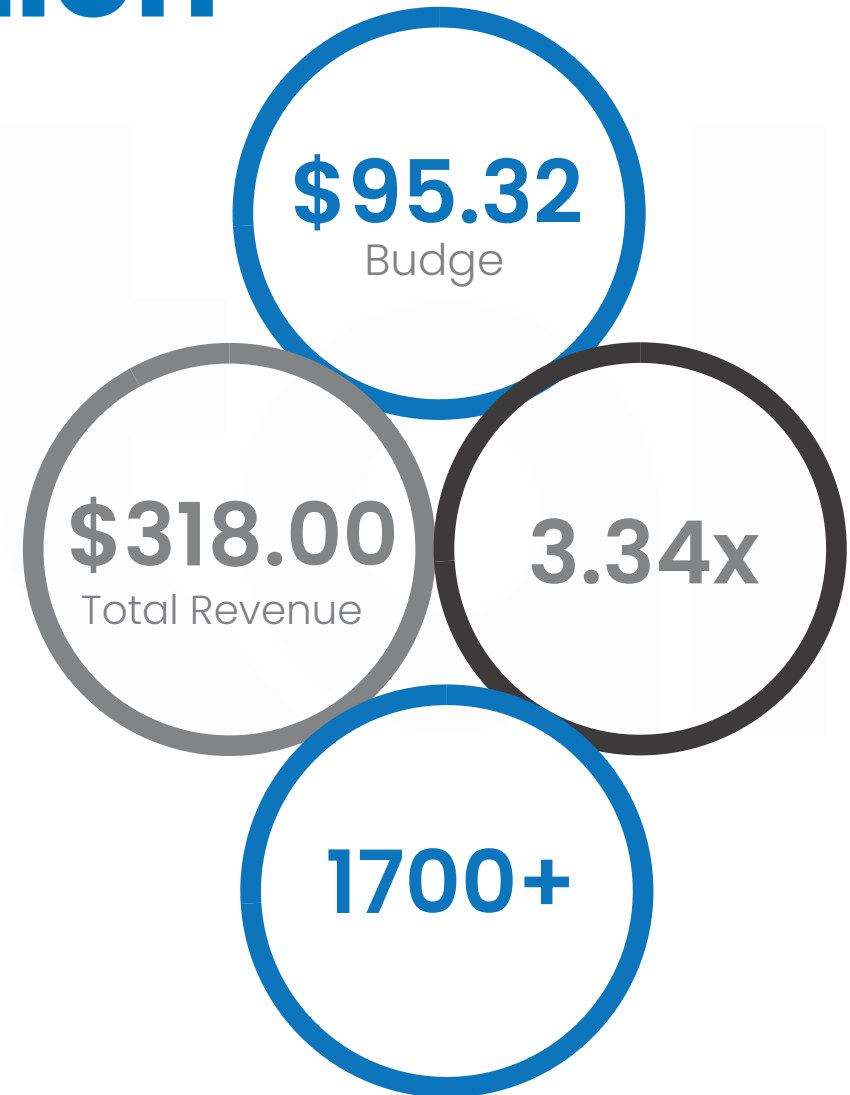
- ✓ Sales CRM Development
- ✓ Sales Management
- ✓ Project Management Updates
- ✓ Scheduling
- ✓ Virtual Assistance
- ✓ Telemarketing
- ✓ Customer Service
- ✓ Customer Support



		Campaign name	Results	Reach	Cost per result	Amount	Purchase ROAS (Return on ad Spend)	Purchases Conversion Value	Website Purchases Conversion Value
<input type="checkbox"/>		MOF CBO Purchase Retailer Ascension	4 Purchases	1,298	\$7.63 Per Purchase	\$30.53	73.04	\$2,230.00	\$2,230.00
<input type="checkbox"/>		MOF Conversion Retailer Ascension	7 Initiate Checkout	1,728	\$13.62 Per initiate Checkout	\$95.32	3.34	\$318.00	\$318.00

An amazing \$13.32 per Checkout initiation

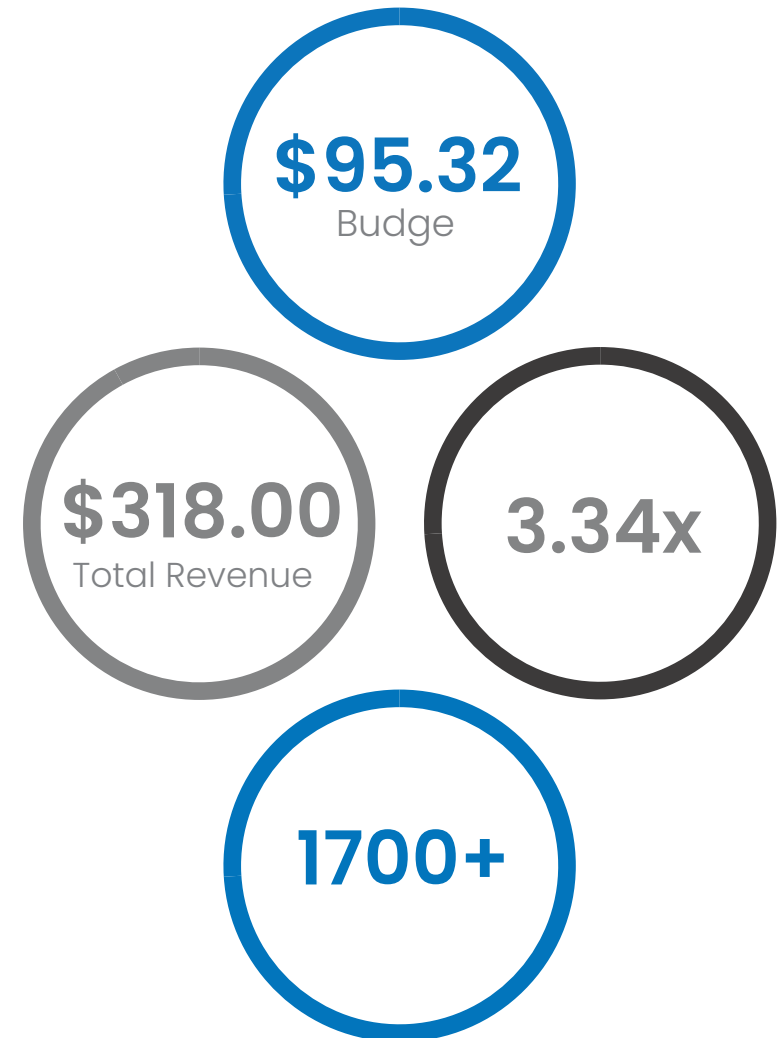
- + Our client was a budding e-commerce company that had had some bad experiences with online marketing in the past. Their business was really struggling with converting leads to sales and they needed help.
- + The client reached out to us and asked us to run a campaign that prioritized conversion.
- + We were given a budget of \$95.32 on which we were able to generate total revenue of \$318.00. This comes at about 3.34x Return on Ad Spend (ROAS). The total reach of the campaign was at 1700+. The client was really happy with the results and has been with us ever since.



		Campaign name	Results	Reach	Cost per result	Amount	Purchase ROAS (Return on ad Spend)	Purchases Conversion Value	Website Purchases Conversion Value
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Result: A Whopping 7.63x ROAS!

- + Our client was an ecommerce company selling products from indie brands. They wanted to see what kind of results we could get for them on a shoestring budget before they signed on with us.
- + They gave us \$30 to use on a sample campaign for their company. We decided to go with a CBO strategy through which, we were able to maximize the impact of the budget. The campaign reached almost 1300 people and ended up generating revenue of \$2,230. The client was more than pleased with the results.



AD Set Name	Bid Strategy	Results	Reach	Impressions	Cost per Result	Amount Spent
Lookalike Landing Page Visitor	Lowest cost Conversions	2 Purchase	485	591	\$20.69 Per Purchase	\$41.38
Lookalike VC	Lowest cost Conversions	- Purchase	519	596	\$20.69 Per Purchase	\$35.89
Lookalike ATC	Lowest cost Conversions	- Purchase	517	609	\$20.69 Per Purchase	\$40.80
Lookalike Engaged User	Lowest cost Conversions	- Purchase	428	503	\$20.69 Per Purchase	\$32.53
Lookalike Engaged post User	Lowest cost Conversions	- Purchase	373	444	\$20.69 Per Purchase	\$29.63
Lookalike Purchase	Lowest cost Conversions	- Purchase	555	666	\$20.69 Per Purchase	\$38.13
Results from 6 ad sets		2 Purchase	2,387 People	3,409 Total	\$109.18 Per Purchase	\$218.36 Total Spent

Big Comeback for Struggling Auto Parts Store!

- + An auto-parts vendor had been trying to sell products via their e-commerce store for almost a year and they had been struggling with it right off the bat. They knew very little about generating leads and even less about converting them. Moreover, they didn't trust online marketing companies all that much.
- + Hence, when they reached out to us, they asked us to run a small campaign for them so they could judge our performance. They gave us a budget of \$218.36 on which we ran 6 different ad sets, targeting all the relevant groups.

- + The total revenue generation was \$1,261.48 which equates to 5.78x Return on Ad Spend (ROAS). Moreover, the campaign reached almost 2,400 people and generated 3,400+ impressions for the brand. Seeing these results, the client was extremely happy and has been with us ever since.



Client Intro

55000 in Ecommerce Sales with an average 10.23x ROAS using Facebook Ads

A client we had been working with for the past year wanted to see soaring sales during the New Year holiday period. In order to achieve the desired results, we started preparing for the campaign 2 months in advance. Read on to find out what we achieved.



The Challenge

To multiply sales manifold and increase the company's revenue.

The Process

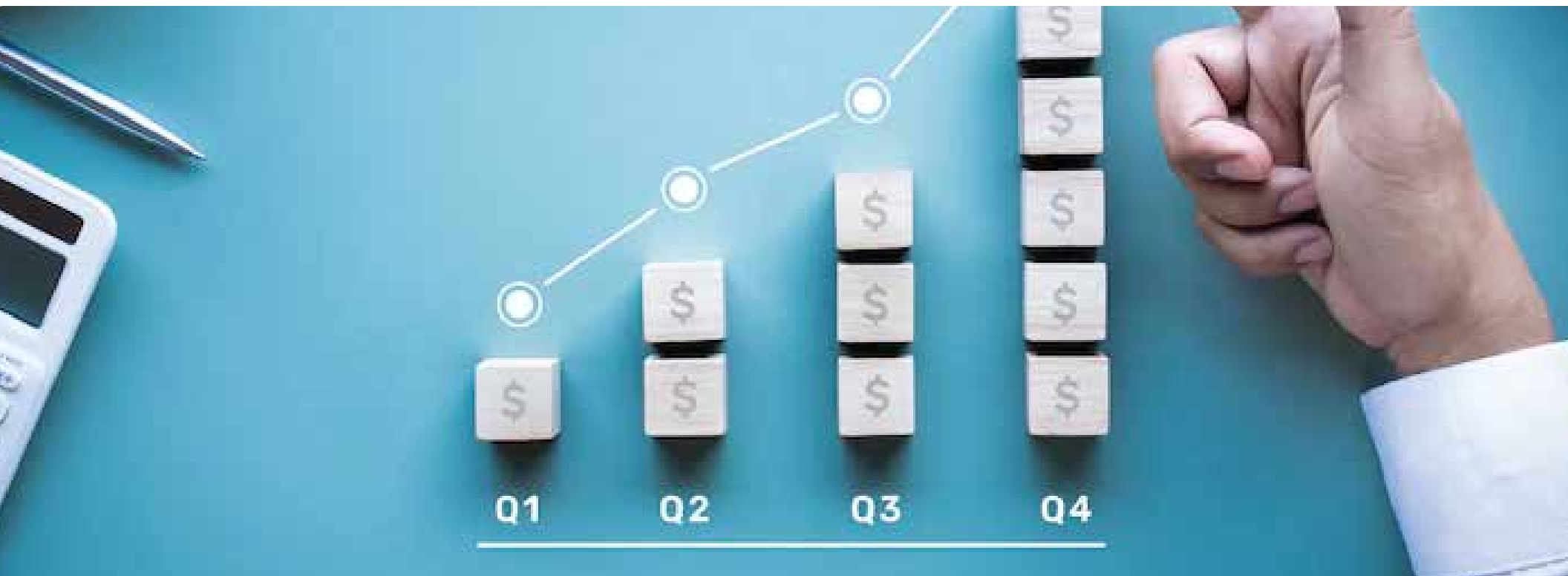
- + To give our client the perfect New Year's gift, we:
- + Created 100+ images and 25+ 15-second videos.
- + Continuously tested the images within high-converting campaigns to test out the CTRs.
- + Tested our ads in a CBO campaign before the New Year, before shifting the winning assets to ABO campaigns.
- + Kept on scaling the winning assets for a week.



The Results

From 28th December 2020
to 5th January 2021

- + 400+ items were sold only through Facebook Ads.
- + Sales of \$55K+ were made.
- + An average ROAS of 10X+ was achieved



Achieves ROAs Of 436%

Client Intro E-commerce

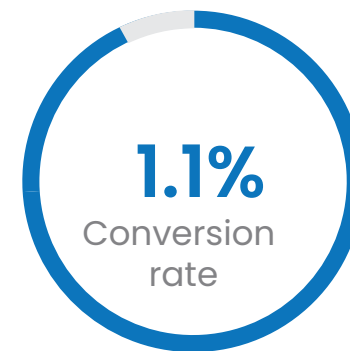
Close To \$1 million In Sales In 60 Days!

This is a well-known brand in the Cosmetic industry, and they deliver their products worldwide. They were having a hard time scaling their Facebook Ads because of a lack of understanding of the Scaling Process. We broke through their stagnant growth and scaled business revenue close to \$1M in literally 60 days.



Increased The Conversion Rates From 1.1% To A Whopping 3.2%

Utilizing our battle-tested funnels and CRO techniques, we increased a 1.1% conversion rate to 3.2% (in 60 days only).



Client Intro

Client Intro E-Commerce Store SEO

An E-Commerce Store SEO Case Study. An E-commerce store in Houston, TX needed Search Engine Optimization (SEO) services to replace their PC ad spend. Learn more about how we did it.



The Challenges

- + This E-commerce store SEO client was just starting out in a niche market
- + There was fierce competition from the bigger brands
- + The client did not have much room for the content
- + 90% of the marketing budget was going into the PPC and Facebook ads
- + Organic traffic was less than 20 sessions per day on average

Our Strategy

- + We did a complete audit of the site and a competitor analysis
- + Based on the data we created a detailed plan to follow
- + All the technical issues were resolved in the first phase
- + We started creating content around the specific keywords
- + We focused more on long-tail keywords rather than more generic keywords
- + This approach helped us compete with the bigger competitors
- + We added regular, high-quality backlinks for the site
- + AMP – assisted their development team in creating accelerated mobile pages



1100% ROAS, Helped Them Reach The Mid-6-Figures Mark

Client Intro: Wholesale Marketplace

Results: 1100% ROAS, Helped Them Reach The Mid-6-Figures Mark

This presents a better way to shop wholesale and is a relatively new player in the online wholesale market. They were struggling with both Facebook & Google ads, and their average returns were close to 2X before we joined them. We pretty much did everything from scratch so, it took us three months to get them on track, and they were doing 5X+. Even in the pandemic, we kept going when Retail Stores (their primary audience) was closed! In the next three months, we doubled the ROAS.

Results: Facebook Ads Results On Autopilot

We built that account from the ground up and set it up to hit targets on auto-pilot WITHOUT active management. These results are typical for all the ad accounts that we take on in their early stages.

Amount spent	Purchase ROAS (Return on)	Purchases	Cost per Purchases	Registrations Completed	Cost per Registrations Completed	Unique Adds to Cart	Cost per unique Add to	Initiate Checkout
\$8,287.11	14.98	576	\$14.39	201	\$41.23	1,025	\$8.08	2,473
\$9,084.61	13.11	485	\$18.73	153	\$59.38	779	\$11.66	2,253
\$8,745.98	11.48	436	\$20.06	394	\$22.20	806	\$10.85	1,736
\$4,069.70	6.09	108	\$37.68	194	\$20.98	249	\$16.34	394
\$20,794.21	5.95	503	\$41.34	1,928	\$10.79	1,352	\$15.38	2,105
\$11,091.85	5.55	321	\$34.55	1,206	\$9.20	983	\$11.28	1,450
\$11,974.48	5.53	327	\$36.62	2,219	\$5.40	1,635	\$7.32	1,408
\$2,866.73	4.69	63	\$45.50	338	\$8.48	145	\$19.77	368
\$84,481.08	7.69	2,882	\$29.31	6,950	\$12.16	5,388	\$15.68	12,611
Total spent	Average	Total	Per Action	Total	Per Action	Total	Per Action	Total

Generating \$650,000 Revenue through 8 Ad Campaigns in 6 Months

- + A client of ours, who has a quickly growing business in the e-commerce industry, was planning big things for the Black Friday sale. They wanted the latest Black Friday sale to be the biggest ever for their brand.
- + What they needed from us was a strategy that would target consumers and potential buyers from all angles. We designed 8 different campaigns for the brand and in total, spent **\$84,000** on the entire project.

In return, the total revenue generated was about **\$650,000**.

- + The ROAS was at about 7.69x. Nearly **7000** registrations were completed and the cost per registration was just \$12.16. Moreover, more than 12,000 checkouts were initiated and the average cost per checkout initiate was as low as \$6.70. The sale did end up becoming the biggest sale season for the brand.