

A smiling woman with dark hair, wearing a bright yellow sleeveless dress, is lying down with her hands resting on her cheeks. She is surrounded by several colorful shopping bags in shades of pink, blue, and purple. The background is a mix of these colors, creating a vibrant and cheerful atmosphere.

ADANA AD

# E-COMMERCE CASE STUDY

## HOW A E- COMM BUSINESS GREW MADE OVER 1K AND GREW HER AUDIENCE

### Results:

- Made \$1.4 k in 14 days with - ROAs 4x
- Grew Mailing list
  - \$4 opt-ins
  - 400% increase in weekly signup rate
- 74 Add to carts at \$4.10 each

# Summary

Competing in the online marketplace is a long-term game and paid ads are just one part of the puzzle. To convert the right clients, everything needs to be in place, from the right pixel placing, to the right product photos and the email nurturing.

Recently, Adana Ad Agency was brought in to help a business scale to get more consistent sales. While the business had gained traction through media features, they wanted to repeat the success over time.

## Goal

The goal is to expand the awareness of the brand and the product and bring it in front of a wider audience of people. The business wants to scale to consistent 10k-20k months.

# Accomplishments

We started out by reviewing the current platform and website that the client is using.

To optimize conversions, we integrated the meta pixel and updated her pop-up to entice more email list subscribers.

Through our unique onboarding, we learned the voice of the client to truly nail her brand story and messaging for her email welcome sequence. We updated the email sequence from one to three emails to highlight the process of producing the client's bags from scratch and how they are involved in helping women get back on their feet.

We started two ad sets with two very different audiences that quickly got a lot of traction. We highlighted one type of bag in different colors in a carousel ad. In less than 14 days, the ad was shared over 40 times, commented on 35 times, and over 200 people reacted to it.

We increased traffic to the client's site and got link clicks for an amazing \$0.15 for their cold audiences! Email sign ups and Add To Carts both cost the client \$4.

The client made nine sales, which was a return on ad spend of 4X!



The increase in their warm audience and mailing list will be essential for the upcoming holiday shopping season.

# Take A Look at the Numbers:

## Cost Per Add To Car:

Off / On	Ad Set	Attribution setting	Results	Reach	Frequency	Cost per result
<input checked="" type="checkbox"/>	MOF ads - saved audiences	7-day click or ...	12 <sup>[2]</sup> Website Adds To ...	767	2.48	\$2.06 <sup>[2]</sup> Per Add To Cart
<input checked="" type="checkbox"/>	TOF Classic Bags Sales - Fire fighter audience	7-day click or ...	21 <sup>[2]</sup> Website Adds To ...	10,751	1.11	\$5.12 <sup>[2]</sup> Per Add To Cart
<input checked="" type="checkbox"/>	TOF Classic Bags Sales - Sustainable audience	7-day click or ...	52 <sup>[2]</sup> Website Adds To ...	23,905	1.16	\$4.42 <sup>[2]</sup> Per Add To Cart
	Results from 3 ad sets ⓘ	7-day click or ...	85 <sup>[2]</sup> Website Adds To C...	32,941 People	1.27 Per Person	\$4.26 <sup>[2]</sup> Per Add To Cart

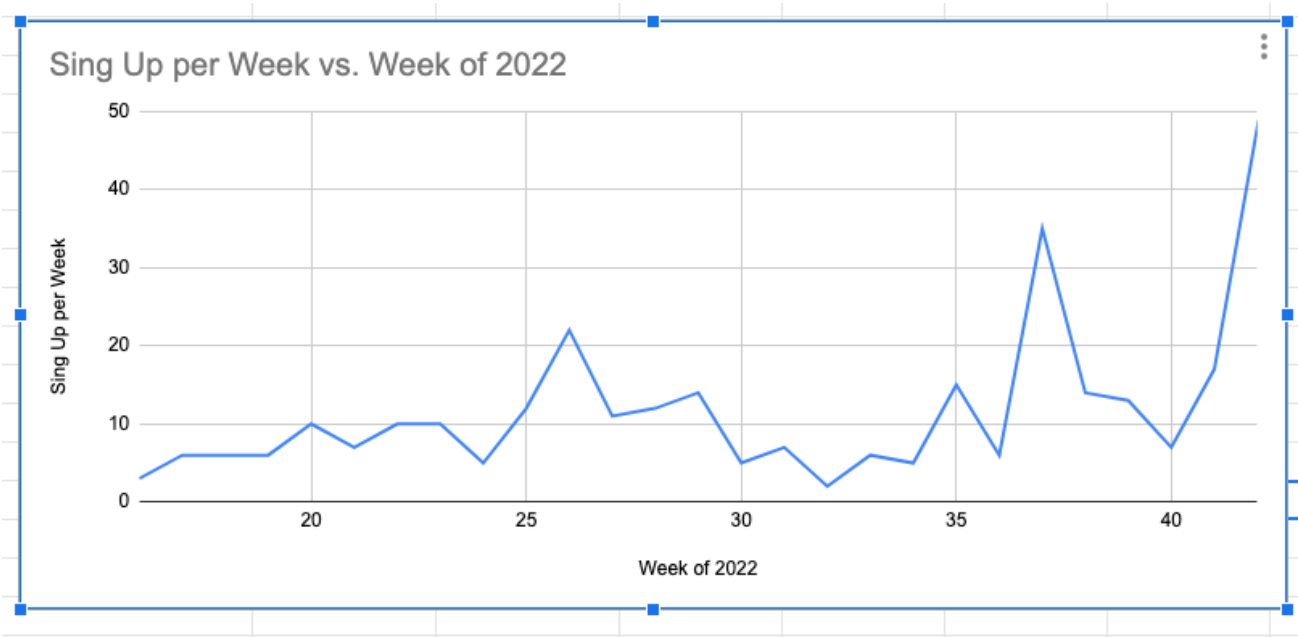
## Reactions to the ad and audience building



212

35 Comments 40 Shares

## Email list sign-ups, ads started week 41 of 2022



# Strategy

Using our unique onboarding system we established several audiences for the client and began testing which audiences converted best and what coupon codes would entice the most sales.

We tested various pop-up placements and messaging to encourage sign-ups to the email list for future sales.

Our client provided us with amazing product shots to use in our ads and we took advantage of that for carousel ads. We started with a small budget of \$25 a day to build out or clients' warm audience.

# Result

We established quickly what audience is most responsive to the clients products and what messaging and placements maximizes email sign ups.

While sales were not the main objective of this first round of ad, the client still came ahead with a ROA of 4X. We increased the email signup rate by 400% and expect to scale the sales during the Black Friday and Holiday season.

# Challenges

The clients current platform is not optimized for ads on Facebook so the pixel placement had to be done manually and not all events can be pixelated. There is no option for a Purchase pixel, which is why we used Add To Cart as current conversion event.

The pixel is also brand new, therefore it will still be learning.

# Want to learn more?

Set up a free strategy call here:  
<https://adanaad.com/bookatime>