

GENERATING
\$139,236.30 IN
REVENUE ON
\$8,648.82 (16.10X)
IN AD SPEND WITH META ADS FOR
IT CONSULTING COMPANY!



OVERVIEW

The client provides IT consulting and solutions for livestock tracking through wearable devices. They help ranchers monitor their herds' health, location, and activity using real-time data.

They also provide IT consulting and managed services for smart fencing systems that integrate IoT sensors to monitor and control livestock fencing remotely. Their solutions enhance security and efficiency for ranchers.

Alongside their IT consulting and managed services, they also provide fence, trellis, and animal management product solutions.



GOALS

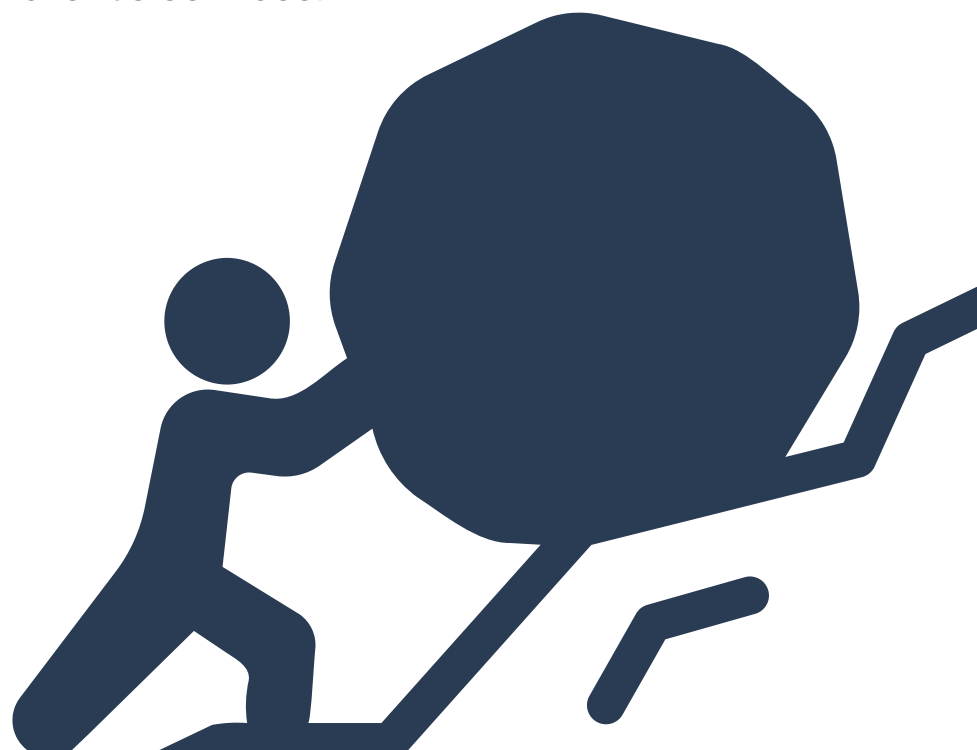
The client was mostly reliant on referrals for their consulting and managed services, which made it difficult to forecast operations and scale their business. They had previously tried a few different marketing channels on their own and also hired an agency, but were mostly generating unqualified leads that didn't buy.

The client's primary goal was to build a reliable and scalable sales pipeline that would allow them to scale their business outside of referrals and expand their operations and sales teams.

Their goal was to scale revenue while maintaining a high return on ad spend.

CHALLENGES

The client serves a niche market, as their customer base is mainly farmers located across the US and Canada. The challenge we faced was finding that small target market and creating the right advertisements and messaging that would convey the benefits of the client's services.



SOLUTION/STRATEGY

PLANNING

Before beginning the project we had an in-depth introductory meeting and strategy session with the client to learn about their business, the goals they were looking to achieve and the target market we were aiming to reach.

Upon conclusion of the meeting, we determined that Meta Ads would be a great starting point for marketing their services online.

We then performed research on their industry and conducted an in-depth competitor analysis to see what their top competitors were doing to market online. Once the research was completed, we created a tailored Meta Ads strategy that would be used to help the client reach their online advertising goals.



SET-UP

Once the strategy was put together, we began to set up the client's Meta Ads account and started to implement the plan that we had created.

We created a tracking pixel and installed it on the client's website so we could track conversions and create custom audiences to target.



AUDIENCE TARGETING

Once the initial setup was done, We created multiple custom audiences to be used to reach the client's target market within Meta Ads. The audiences were broken down into the following two categories:

- **Prospecting (To find new customers who were unfamiliar with the client's brand)**
- **Retargeting (To market to potential customers that had previously interacted with the client's website, but had not yet converted to a customer)**

AD CREATION

After the custom audiences had been set up. We began creating ads for each of the different campaigns we were looking to launch. We developed multiple high-quality creatives to use for each ad, so we could run ab tests to determine which creatives would perform the best. We then created multiple variations of ad copy that we could test with the ads.

Once the custom audiences were set up and the ads were created, We launched the first batch of campaigns.



CAMPAIGN MANAGEMENT, OPTIMIZATIONS & AB TESTING

- Throughout the year of management, We performed regular optimizations on the campaigns to ensure the client could achieve optimal performance and reach their paid advertising goals.
- We ran ab tests and tested multiple variables such as creatives, headlines, and ad copy to ensure we could consistently improve the results.
- We tested different audiences and creatives in order to maximize the client's ad spend and launched more campaigns to scale their profitability further.
- We continuously monitored each campaign's budget and reallocated the budget when necessary to ensure we could achieve optimal results for the campaigns.
- We conducted meetings with the client and made regular suggestions for things that could be done to improve the performance and help them scale their revenue and profit.

RESULTS

We were able to help the client exceed their online advertising goals as we managed to **generate \$139,236.30** in revenue on just **\$8,647.74 in ad spend (16.10x ROAS)**.

The client is very pleased with the results and we have now begun to branch out Google Ads to further scale their profit and revenue.

Campaigns									
Updated just now									
Search names or filters like "Pending"									
Oct 13, 2020 – Oct 13, 2021									
Resource Center Campaigns Ad Sets Ads									
+ Create Edit A/B Test Rules View Setup Columns: Default Report Breakdown Reports									
Off / On	Campaign Name	Reach	Impressions	Cost per Result	Amount Spent	Website Purchases	Purchases Conversion Value	Purchase ROAS (Return on Ad Spend)	
<input type="checkbox"/>	Cable Net Bar - Category Promotion	44,248	161,861	\$68.81 ^[2] Per Purchase	\$550.47	8 ^[2]	\$9,992.94 ^[2]	18.15 ^[2]	
<input type="checkbox"/>	Unleash Your Ability - Category Promotion	73,619	284,179	\$50.24 ^[2] Per Purchase	\$2,009.43	40 ^[2]	\$43,943.11 ^[2]	21.87 ^[2]	
<input type="checkbox"/>	Electric Training Category Promotion	104,096	359,227	\$58.76 ^[2] Per Purchase	\$1,410.24	24 ^[2]	\$14,500.56 ^[2]	10.28 ^[2]	
<input type="checkbox"/>	All Website Visitors - Homepage Retargeting	23,040	126,494	\$89.43 ^[2] Per Purchase	\$1,252.06	14 ^[2]	\$11,159.91 ^[2]	8.91 ^[2]	
<input type="checkbox"/>	Catalog sales - 20% Product views and abandoned...	7,693	471,508	\$44.50 ^[2] Per Purchase	\$3,426.62	77 ^[2]	\$59,639.78 ^[2]	17.40 ^[2]	
<input type="checkbox"/>	Best Content - Category Visitor Retargeting	—	—	— Per Purchase	\$0.00	—	\$0.00	—	
Results from 6 campaigns ⓘ		182,562	1,403,269	—	\$8,648.82	163 ^[2]	\$139,236.30 ^[2]	16.10 ^[2]	

