Use Case 1





Customer requirements

Double the revenue on the same ROAS (Return on ad spend) or higher for a quit smoking campaign.



Current condition

- 1. There was less cold traffic on the website
- **2.** Retargeting the warm audience was totally missing.



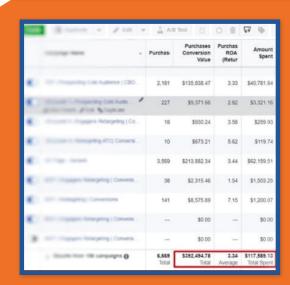
Digileap Solutions

- 1. Run ads internationally, Use different creatives for different
- 2. levels.
 Use Ad Set Budget
 Optimizations and Campaign
 Budget Optimization
- For a lookalike audience in cold traffic, the FB algorithm worked better
- **4.** Use similar keywords for the interest-based audience.
- Organize a retargeting campaign for the warm audience



Outcome

- 1. Amount spend on ads: \$117,589.13
- 2. Revenue: **\$392,494.78**
- 3. ROAS: 3.34



Customer Vertica

Cigarette brand

Use Case 2





Customer requirements

To scale a women clothing brand over 2.3 million dollars within 15 months of time



Current condition

The client was running in negative in ad spent



Digileap Solutions

- 1. Performed a deep dive analysis
- Analyzed and strategized the focus of the budget allocation across the funnel and the brand messages
- **3.** Utilize audience exclusions to decrease the audience overlap
- **4.** Drip new products across campaigns.
- 5. Keep turning back to the best sellers
- **6.** Offered Small discount for first-time buyers
- 7. Worked on making persuasive ad copies



Outcome

- 1. Facebook ad revenue in 15 months: \$2,300,000
- 2. Average ROAS: 3.11X

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	Delivery 1	Budget	Amount Spent -	Punhases .	Cost per Purchase	Purchase RDAS (Return on Ad Spend)	Purchases Conversion - Value	Impressions	CPM (Cost per 1,000 - Impressions)	CTR (Link Click-Through Rate)
хру –	· Active	890.00	\$40.76	1	\$40.76	8.41	\$142.68	1,470	\$27.75	2.40
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RU/	* Active	Using ad set bu.	\$333.60	,	\$17.09	1.43	\$478.46	26,739	\$12.48	1.16
orur	* Active	Using ad set bu.	\$214.90		\$35.83	1.72	\$365.14	14,524	\$14.80	1.54
wor.	* Active	Using ad set bu.	\$136.57	2	\$68.29	0.75	\$101.56	6,300	921.68	1.36
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	W Active	\$48.00 Park	\$1,124,32	95	\$11.80	6.72	\$7,565.41	45,571	\$24.67	3.84
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CBO	06	\$250.00 Daily	\$774.10	24	\$32.25	2.81	82,177.86	34,848	822.21	2.34
			8791,145.87 Tracilizar	30,279	\$24.81 For Action	3.11 Average	\$2,332,450.41	\$4,761,101 Total	\$13,72 Far 1,000 Inspections	2.00

Customer Vertica

Women clothing