

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
3. For a lookalike audience in cold traffic, the FB algorithm worked better
4. Use similar keywords for the interest-based audience.
5. 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**

Ad Group Name	Purchases	Purchases Conversion Value	Purchases ROA (Retur)	Amount Spent
US - Prospecting Cold Audience CBO	2,181	\$135,838.47	3.33	\$40,781.84
US - Retargeting Cold Audience CBO	227	\$9,371.66	2.82	\$3,321.16
US - Retargeting Warm Audience CBO	18	\$930.24	3.58	\$259.93
US - Retargeting ATQ Conversion CBO	10	\$673.21	5.62	\$119.74
US - Retargeting Warm Audience CBO	3,569	\$213,882.34	3.44	\$62,159.51
US - Retargeting Warm Audience CBO	38	\$2,315.46	1.54	\$1,503.25
US - Retargeting Warm Audience CBO	141	\$8,575.89	7.15	\$1,200.07
US - Retargeting Warm Audience CBO	---	\$0.00	---	\$0.00
US - Retargeting Warm Audience CBO	---	\$0.00	---	\$0.00
Total	6,689	\$392,494.78	3.34	\$117,589.13

Customer Vertical

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
2. 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**

AdSense ID	Budget	Amount Spent	Revenue	Cost per Purchase	Purchases (incl. AdSense)	Purchases (excl. AdSense)	Impressions	CPA (incl. AdSense)	CPA (excl. AdSense)	CTR (AdSense)	CTR (excl. AdSense)
AdSense 1	\$500.00	\$40.76	1	\$40.76	0.41	\$342.68	1,470	\$27.73	\$27.73	2.0%	2.0%
AdSense 2	\$100.00	\$19.42	1	\$19.42	0.07	\$50.98	10,011	\$8.69	\$19.42	2.0%	2.0%
AdSense 3	\$400.00	\$209.23	17	\$24.07	2.70	\$1,114.33	16,828	\$24.26	\$24.26	2.0%	2.0%
AdSense 4	\$200.00	\$203.80	6	\$33.97	1.40	\$476.86	26,709	\$12.46	\$12.46	1.0%	1.0%
AdSense 5	\$200.00	\$274.66	6	\$45.78	1.70	\$269.14	14,524	\$14.80	\$14.80	1.0%	1.0%
AdSense 6	\$200.00	\$201.07	3	\$67.02	0.70	\$201.90	4,300	\$27.86	\$27.86	1.0%	1.0%
AdSense 7	\$200.00	\$221.74	6	\$36.96	1.61	\$269.02	24,974	\$15.26	\$15.26	1.0%	1.0%
AdSense 8	\$200.00	\$144.21	31	\$4.65	1.36	\$2,490.14	170,549	\$10.60	\$10.60	1.0%	1.0%
AdSense 9	\$200.00	\$121.65	101	\$1.21	1.01	\$9,280.14	448,833	\$14.07	\$14.07	2.0%	2.0%
AdSense 10	\$200.00	\$144.71	114	\$1.27	3.40	\$681.50	293,144	\$11.89	\$11.89	1.0%	1.0%
AdSense 11	\$200.00	\$1,200.00	67	\$17.91	4.08	\$4,164.46	31,631	\$22.03	\$22.03	2.0%	2.0%
AdSense 12	\$400.00	\$1,134.26	60	\$18.90	4.70	\$2,065.41	45,611	\$20.67	\$20.67	2.0%	2.0%
AdSense 13	\$200.00	\$1,403.70	260	\$5.39	4.40	\$2,147.06	171,110	\$16.46	\$16.46	2.0%	2.0%
AdSense 14	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 15	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 16	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 17	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 18	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 19	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 20	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 21	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 22	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 23	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 24	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 25	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 26	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 27	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 28	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 29	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 30	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 31	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 32	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 33	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 34	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 35	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 36	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 37	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 38	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 39	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 40	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 41	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 42	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 43	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 44	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 45	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 46	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 47	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 48	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 49	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 50	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 51	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 52	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 53	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 54	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 55	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 56	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 57	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 58	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 59	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 60	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 61	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 62	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 63	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 64	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 65	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 66	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 67	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 68	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 69	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 70	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 71	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 72	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 73	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 74	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 75	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 76	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 77	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 78	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 79	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 80	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 81	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 82	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 83	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 84	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 85	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 86	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 87	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 88	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 89	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 90	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 91	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 92	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 93	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 94	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 95	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 96	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 97	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 98	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0.0%
AdSense 99	\$200.00	\$190.00	1	\$190.00	0.00	\$0.00	0	\$190.00	\$190.00	0.0%	0