Used 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
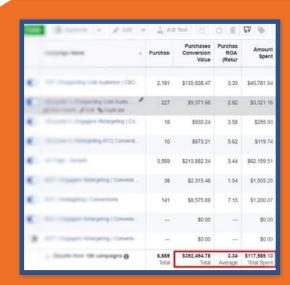2. Retargeting the warm audience was totally missing.

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**

Campaign Name	Purchas	Purchases Conversion Value	Purchas ROA (Retur	Amount Spent
Prospecting Cold Audience | CBO	2,181	$135,838.47	3.33	$40,781.84
Prospecting Cold Audie...	227	$9,371.66	2.82	$3,321.16
Retargeting | Co...	18	$930.24	3.58	$259.93
Retargeting ATC Conversi...	10	$673.21	5.62	$119.74
Conver	3,569	$213,882.34	3.44	$62,159.51
Retargeting | Convers...	38	$2,315.46	1.54	$1,503.25
Retargeting | Conversions	141	$8,575.89	7.15	$1,200.07
Retargeting | Conversi...	—	$0.00	—	$0.00
Retargeting | Convers...	—	$0.00	—	$0.00
Double from 198 campaigns	6,669 Total	$392,494.78 Total	3.34 Average	$117,589.13 Total Spent

Used 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**

Customer Vertical

Women clothing