## 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.



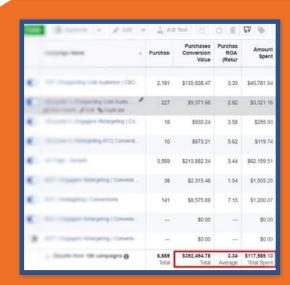
## **Digileap Solutions**

- 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.
- 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

# 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
- 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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хру –	· Active	890.00	\$40.76	1	\$40.76	8.41	\$142.68	1,470	\$27.75	2.40
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orur	* Active	Using ad set bu.	\$214.90		\$35.83	1.72	\$365.14	14,524	\$14.80	1.54
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			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