

# Social Media Ad Campaign Case Study

STRANGER

VISITOR

LEAD

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PROMOTER

DELIVERED

# Campaign Overview

## Goals

01

Build strategic social media ad campaign that converts and generates ROI for the client's e-commerce brand

## Ad Duration

02

4 Months

## About the Client

03

This campaign was built for an e-commerce brand that was launched in the fall of 2022. This campaign has ran for 4 months with a modest budget to generate impressive results.

# Our Approach

This client desired to increase brand awareness and launch a larger e-commerce bundle package for this campaign. Our team launched a strategic campaign to generate ROI within the target demographics and budget.



- We performed an in-depth market and competitor analysis as well as explored value propositions for this brand.
- We integrated pixel tracking codes to track the effectiveness of the campaign.
- Our team created audiences (custom, lookalike, interest based) and built the ad content and campaign structure.

# Performance



Total sales during this campaign - 281

Total Ad Spend - \$1,648

Total Impressions - 106,683

Total Clicks - 523

Total Ad Engagements - 6,049

Return on Ad Spend - 8.18

# GET IN TOUCH

READY TO WORK WITH OUR TEAM?

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