



# Facebook Ads

## Case Study

# About the Client

## Goody Beads

Goody Beads is a full-service online bead store with over 25,000 high quality items to offer at very affordable prices. They sell beads, charms and jewelry supplies online!

**Marketing Goal:** *Increase Sales & Website Traffic*

We strategized, planned and created all their marketing campaigns for the scratch and also optimized it further for better results.

Website: <https://goodybeads.com/>



# Project Analysis



**Objective:** Sales and increase website traffic



**Targeting:**

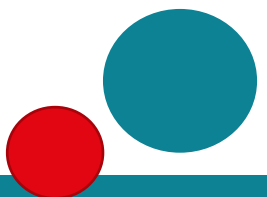
People interested in various Soutache & Kumihimo jewelries, natural beads, charm lockets, customizable bracelets, necklaces and more with affordable **Large Hole Beads, Petite Beads, Magnetic Inserts and Snap Charms** etc.

Targeting will be done related to their behavior, demographics and Lookalike audience. (Lookalike audiences are similar to the purchaser who has bought similar kinds of products). We also targeted people who read blogs or articles related to beads or custom jewelry making.

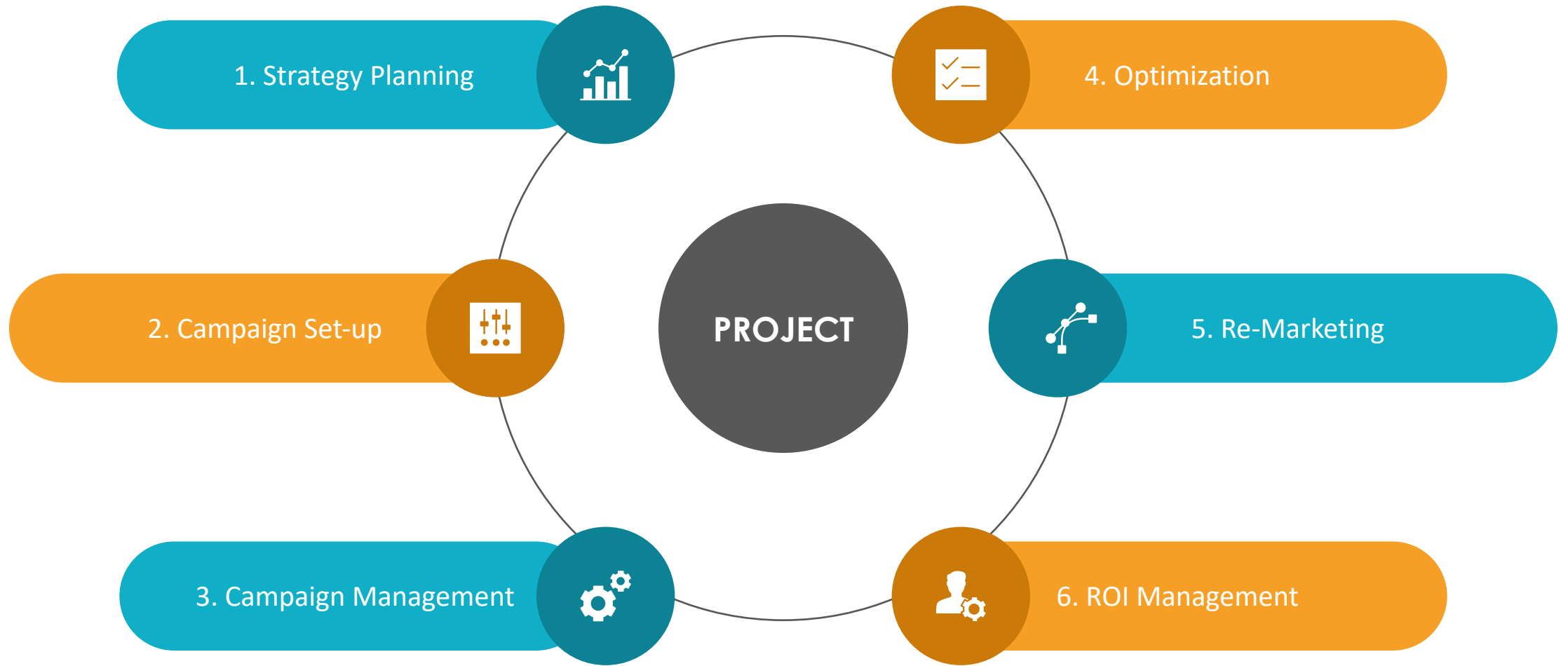


**Client's Requirements:**

The main goal of Facebook Marketing Campaign is to increase **website traffic** and get **maximum sales** at low cost.



# Marketing Methodology



# Recommendation & Execution

We planned and executed the project in 4 stages to achieve the goal through our Facebook ad campaigns.

## STAGE 1

We have used the Facebook interest targeting options to generate sales. We have created a conversion campaign to target people in the United States and shown interest in beads and read magazines related to customizable bracelets, necklaces and more. We have tested multiple ad formats like single image banner ads, slideshows, and carousel ads for the best-selling product provided by clients.

## STAGE 2

People who viewed our ads and visited our website but did not purchase were retargeted with a new remarketing campaign to bring them back into the sales funnel.

## STAGE 3

The data of people who have successfully purchased any product after visiting the website were also used in our ad campaigns. We created a lookalike audience of these people so that we can target people who are similar to our purchaser.

## STAGE 4

We have also targeted audiences who have interest in our competitors. Therefore, we did a competitor research and targeted only top companies and listed them in separate ad sets which further resulted in a good number of sales.

# Campaign Performance

Dec 2020 – Feb 2021

TOP CAMPAIGN

Campaign Name	Clicks	CTR	Cost per click	Impressions	Budget spent	Website Purchases	Initiates Checkout
Goody Beads - Conversion - ST	2,893	3.67%	\$0.31	78,924	\$900.36	595	940
Lookalike Audience - ST	1,769	4.32%	\$0.24	40,938	\$432.93	189	309
Customer Remarketing List - ST	655	3.10%	\$0.33	21,124	\$219.31	206	303

TOP AD SET

	Adset Name	Clicks	CTR	Cost per click	Impressions	Budget spent	Website Purchases	Initiates Checkout
1.	Gifts related Interests	1,860	3.93%	\$0.24	47,379	\$450.23	207	308
2.	All Website Visitors	1,033	3.27%	\$0.44	31,545	\$450.13	388	632
3.	Add to Cart Lookalike ( Last 45 Days) - ST	856	3.80%	\$0.26	22,546	\$224.47	55	88
4.	New Ad Set	655	3.10%	\$0.33	21,124	\$219.31	206	303
5.	Default Pixel Audience using Purchase	537	5.20%	\$0.19	10,333	\$104.21	79	131
6.	Initiate Checkout Audience (Last 30 Days)	376	4.67%	\$0.28	8,059	\$104.25	55	90

# Facebook Targeting

## Audience definition



Your audience selection is fairly broad.

Potential reach: 61,000,000 people **i**

Your criteria is currently set to allow detailed targeting expansion. **i**

## Age

35 - 65+

## Gender

Women

## Detailed targeting

People who match:

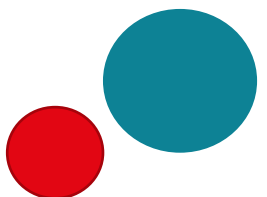
- Interests: Valentine gifts, Gift basket, giFT, Gift, Spiritual gift, Gift shop, Handmade Gifts, Birthday Gifts, Unique Gifts, Special Gifts, Personalised Gifts or Gifts For Friends

And must also match:

- Interests: Online shopping

Detailed targeting expansion:

- On



# Top Performing Ads

## Top performing ads

Slide Show Ad (Home page)



**Campaign:** Goody Beads - Conversion - ST  
**Ad set:** All Website Visitors

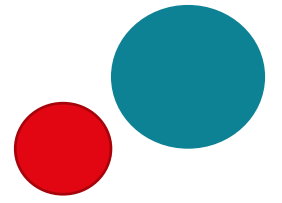
Clicks	CTR	CPC	Purchase	Spend
467	2.88%	\$0.47	189	\$218.15

Slide Show Ads



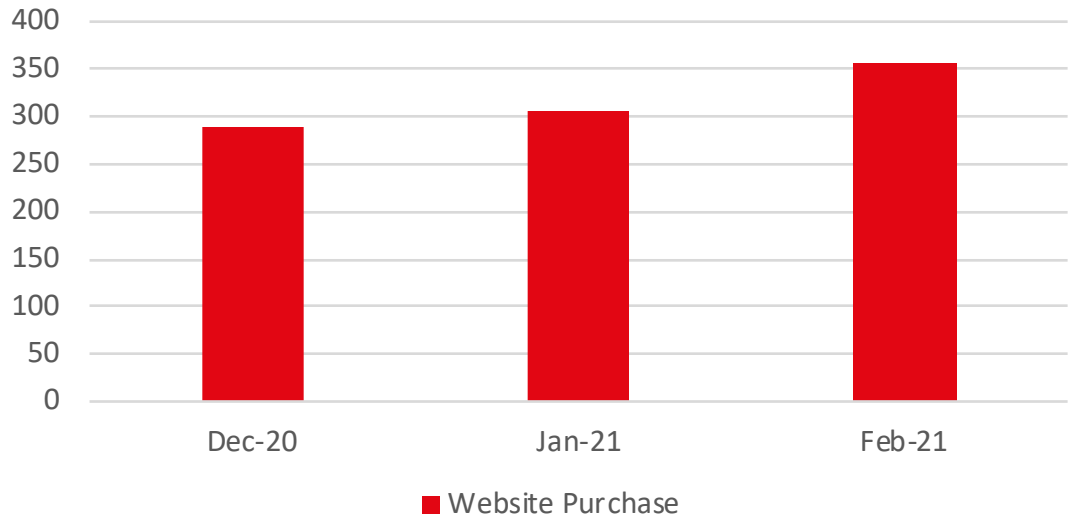
**Campaign:** Customer Remarketing List - ST  
**Ad set:** New Ad Set

Clicks	CTR	CPC	Purchase	Spend
276	2.51%	\$0.42	105	\$115.56

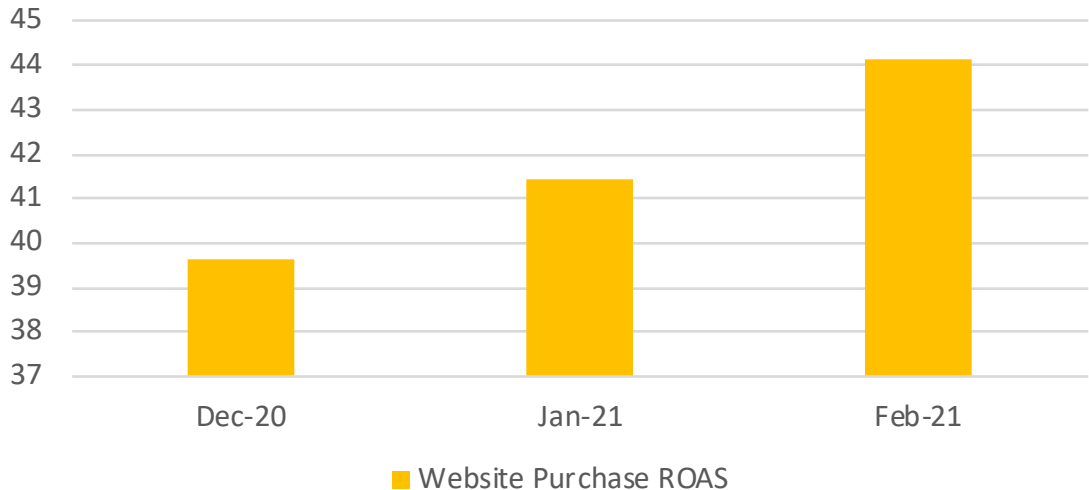


# Website Purchase

## Website Purchase



## Website Purchase ROAS

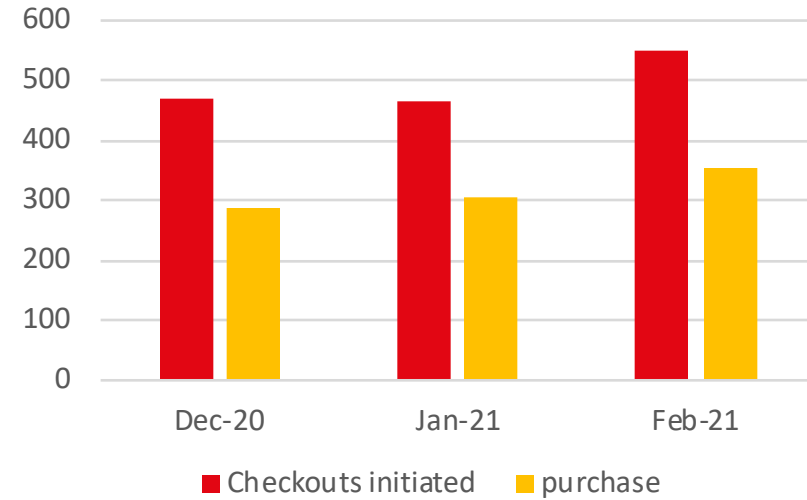
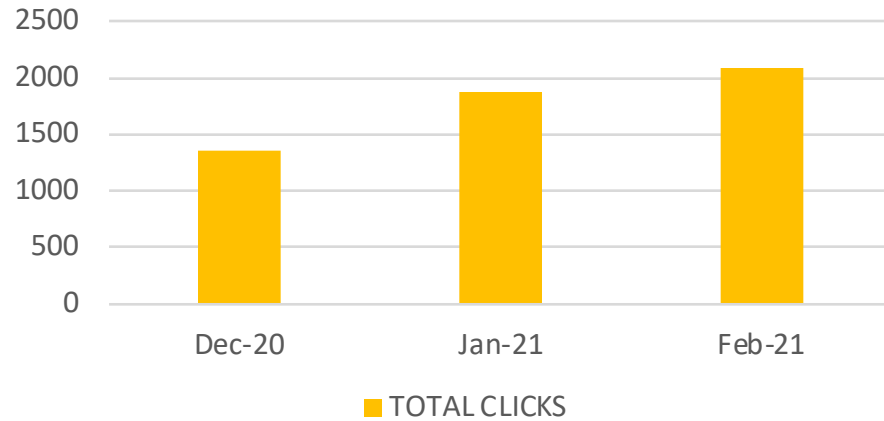


MONTH	Website Purchase
Feb 2021	356
Jan 2021	307
Dec 2020	288

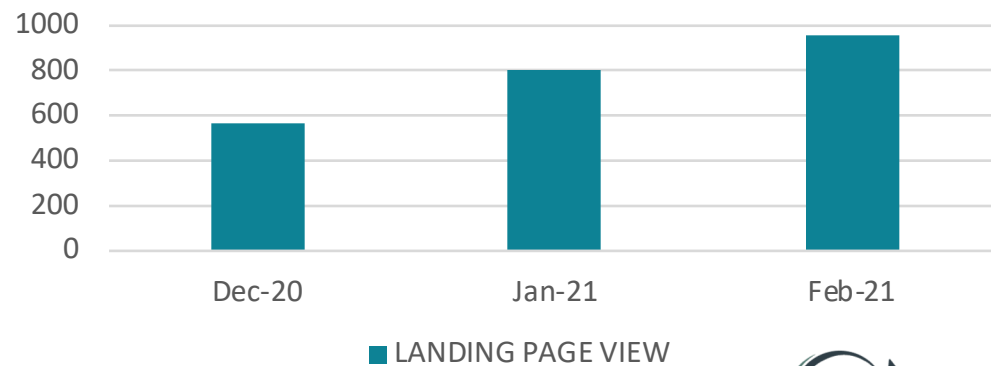
MONTH	Website Purchase ROAS
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# Campaign Performance

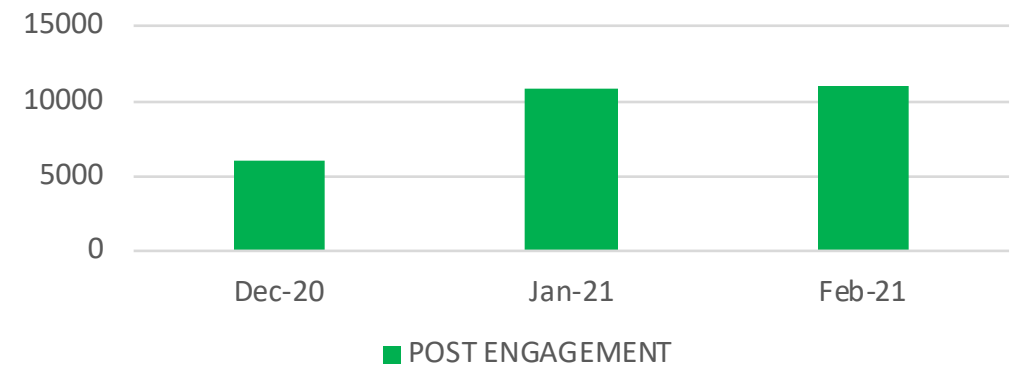
## TOTAL CLICKS



## LANDING PAGE VIEW

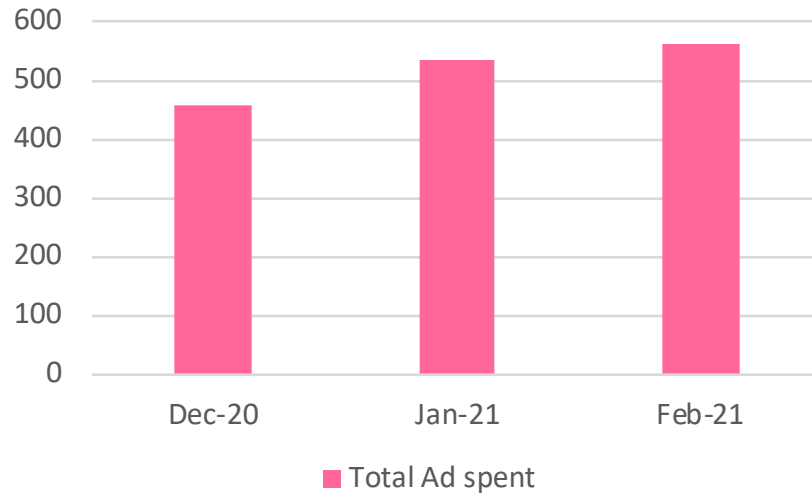


## POST ENGAGEMENT

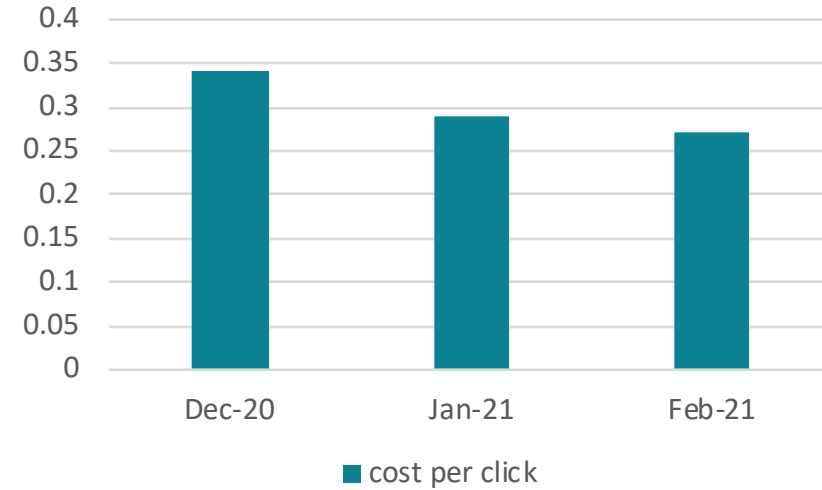


# Campaign Performance

Total Ad spent



cost per click



MONTH	Total Ad Spent
Feb 2021	\$559
Jan 2021	\$533
Dec 2020	\$459

MONTH	Cost/Click
Feb 2021	\$0.27
Jan 2021	\$0.29
Dec 2020	\$0.34

The background is a solid teal color with a fine, repeating geometric pattern. In the center, there is a graphic consisting of two overlapping diamonds. The outer diamond is outlined in a light orange color, and the inner diamond is outlined in a light blue color. The text "Thank You" is centered within these diamonds.

**Thank You**