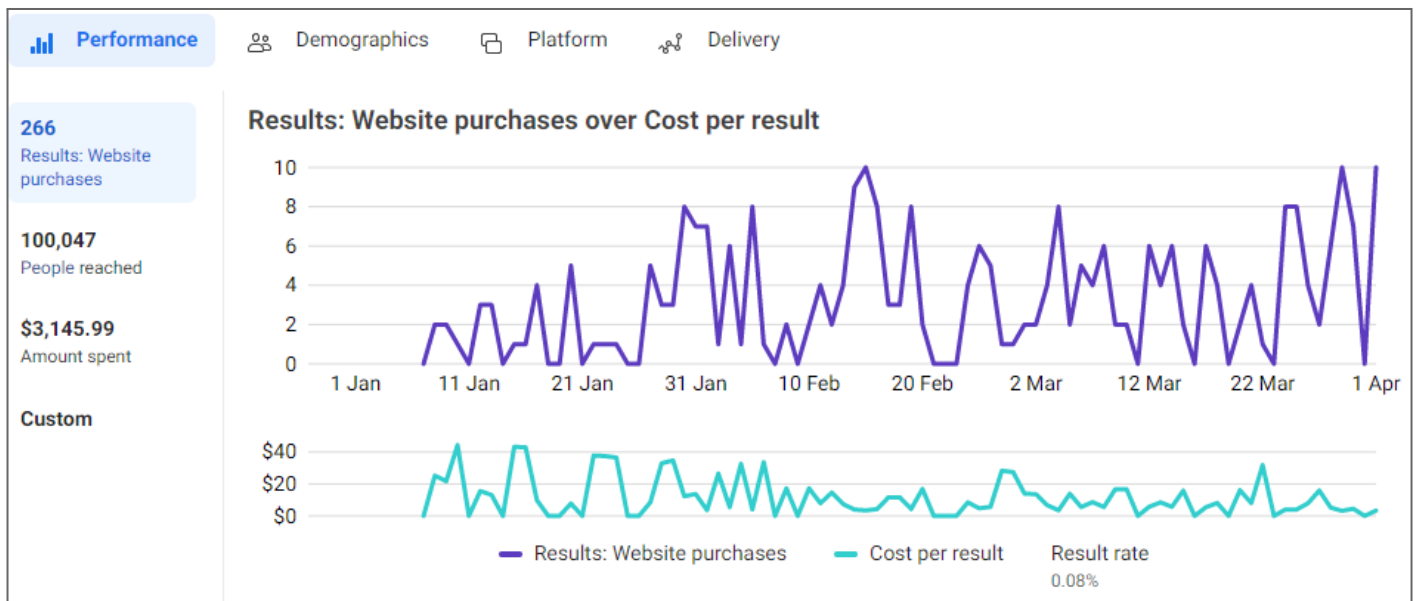




INDUSTRY	WEBSITE	SERVICE
eCommerce - USA	www.wildflowersandmilk.com/	Facebook & Instagram Ads
OBJECTIVE	Increasing product sales using carousel ads and video ads	

Date Range: January 2022 to March 2022



Website Purchase
+225.76%

ROAS
+157.54%

Cost Per Results
-73.69%

Amount Spent
-14.30%



| About Wild Flowers and Milk

Wild Flowers & Milk™ is a brand that specializes in custom breastmilk keepsake jewelry by preserving customer's breastmilk into beautiful timeless pieces of jewelry to celebrate & honor their breastfeeding! It can be also customized with or without flowers, Customers can select designs and the wildflower of their choice. And order jewelry of their choice and save their memories for lifelong.

| Services, Solutions & Outcome

The client's primary goal was to generate a good number of sales at a minimum cost. We initially created a traffic campaign to increase the number of website visitors. Once enough website traffic was generated, we created a conversion campaign to generate purchases.

The client gives offers and discounts to the users frequently. He wanted us to promote those in our ads. We used some interests like "sale, discount promotion, etc." in the targeting and implemented the sale ads. We created different ad sets based on holiday promotions such as "Christmas, Black Friday, etc." The sale ads generated a good number of conversions at a low cost per result.

As we had generated a decent amount of traffic from the traffic campaign, we leveraged that by creating remarketing and lookalike campaign. In the remarketing campaign, we retargeted the website visitors and in the lookalike campaign, we created a lookalike of website visitors to test their performance. These campaigns generated decent results.

The client's Facebook & Instagram pages had a good number of followers and engagement. We created a new ad set to retarget this audience and it is now one of the best performing audiences.

Later, the client wanted to generate email sign-ups. For that, we created a traffic campaign and redirected the users to the email sign-up page.

Currently, we are running conversion, lookalike, remarketing, and traffic(email sign-ups) campaigns.



| Results Delivered

Campaign Performance Overview

Jan 2022 to Mar 2022

Campaign Name	Imp.	Clicks	Reach	Results	CPA	CPC	Cost	Conversion Value	ROAS
ST - Wild Flowers - Traffic - Email Signups	16588	771	10316	350 Link Clicks	\$0.32	\$0.15	\$113.26	\$0.00	-
ST - Wild Flowers - Conversion	187,891	4,190	84462	142 Website Purchase	\$10.05	\$0.34	\$1427.76	\$5718.36	4.01
ST - Wild Flowers - Remarketing	101,799	1571	12336	102 Website Purchase	\$13.06	\$0.85	\$1332.04	\$10,303	7.74
ST - Wild Flowers - Lookalike	43,335	910	25,959	22 Website Purchase	\$17.55	\$0.42	\$386.19	\$1218.25	3.15
	349,613	7,442	109,327			\$0.44	\$3259	\$17240.23	5.29

Ad Set Level Performance

Jan 2022 to Mar 2022

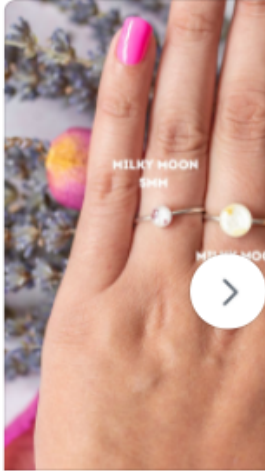

Ad set	Clicks (all)	Reach	Results	Cost per result	CPC (all)	Amount spent	Purchases Conversion Value	Purchase ROAS (return on ad spend)
USA - 24 to 40 - Facebook & Instagram audience	1,148	11,402	81 [2] Website purchases	\$8.26 [2] Per Purchase	\$0.58	\$669.16	\$7,554.37 [2]	11.29 [2]
USA - 24 to 40 - 1% lookalike of last 45 days websit...	852	24,199	22 [2] Website purchases	\$15.73 [2] Per Purchase	\$0.41	\$346.02	\$1,218.25 [2]	3.52 [2]
USA - 24 to 40 - New Audience 2	2,882	63,045	98 [2] Website purchases	\$8.46 [2] Per Purchase	\$0.29	\$829.54	\$3,186.01 [2]	3.84 [2]
USA - 24 to 40 - New Audience 1	804	28,343	41 [2] Website purchases	\$10.55 [2] Per Purchase	\$0.54	\$432.48	\$2,382.25 [2]	5.51 [2]

As the products are woman-centric, we targeted ads to female between the age of 24 - 40 yrs . The audiences we selected: new parents or parents with toddlers & also those who are interested in jewelry (necklaces, rings & more).



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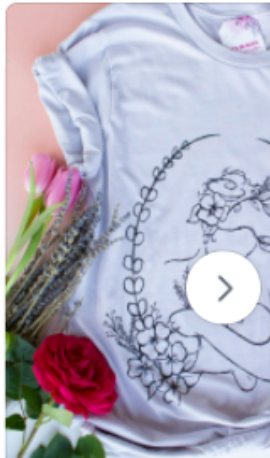

Breastfeeding is hard, but it's unforgettably worth it! Celebrate all the milestones and moments of your breastfeeding journey with these beautiful breastmilk jewelry sets. Mix and match stone sizes to make the perfect set for you! 🌸👶🍼



Mamas Drop Duo [Shop Now](#) **Celebrate your breastfeeding journey**

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You're not just a mom. You're a woman. You're more than your kids. You're more than your job. Empowerment Tee says it all! This International Women's Month, Make a statement without saying a word. 🙄👶 Our shirts are made with 100% cotton, and printed with eco-friendly inks. Click the link and grab yours!



You're Not Just A Mom, You're a Boss! [Shop Now](#) **Milky Celebration Tee**

Top Performing Ads

To get sales, we tested multiple ad formats - Carousel Ads, Video Ads, Image Ads, and Slideshow ads. All the formats worked well for the products. Our top 3 performing ads were Carousel Ad, Image Ad, & Video Ad. We generated a good number of sales.

We added banners and images provided by the clients, sometimes we use website images as well but we make sure that it's of good resolution. We also added offers & SALE ads.


For your reference, showcased are the TOP 2 Performing Carousel Ads!



Instagram Feed Ad

Instagram

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Get Offer >

♥ 💬 📌 ... 📌

wildflowersandmilk Get 10% OFF!
Say goodbye to boring & HELLO to a new take on mom
tees!