

Case Study #1

New launch of sharing economy e-commerce startup offering sustainable clothing to parents for their children. Goal was to drive purchases from parents on Facebook & Instagram at a £30 cost per purchase, whilst validating their acquisition funnel, audiences and company messaging.

2-month optimizations resulted in an outstanding **£18.4 cost per purchase** through stellar data-driven testing which was brought **even lower** through ad viral effects – people commenting and tagging other potential users – a prime example of stellar validation and scaling

Campaign Name	Website Purchases	Cost per Purchase	Results	Cost per Result	Budget	Amount Spent
Retargeting	4	£10.36	4 Purchases	£10.36 Per Purc...	Using ad ...	£41.44
Optimizations [1/11/2018]	83	£18.88	83 Purchases	£18.88 Per Purc...	Using ad ...	£1,567.03
Optimizations [18/10/2018]	32	£23.92	32 Purchases	£23.92 Per Purc...	Using ad ...	£765.37
Optimizations [28/9/2018]	101	£16.65	101 Purchases	£16.65 Per Purc...	Using ad ...	£1,681.68
Results from 4 campaigns	220 Total	£18.43 Per Action	220 Purchases	£18.43 Per Purc...		£4,055.52 Total Spent

LEARN MORE

114
110 Comments
36 Shares

Like
 Comment
 Share

Laura Stephanie Suzanne

Like · Reply · 16w

2

Stacey Carrie

Like · Reply · 16w

2

Kyrie Aaron Diffey

Like · Reply · 12w

2

View 1 more reply

Aaron Diffey any questions don't hesitate to get in touch

Like · Reply · Commented on by 1

1

Em That's it stace when we going

Like · Reply · 17w

1

Kirsty Kimberley

Like · Reply · 16w

1

Shernice Becky

Like · Reply · 16w

1

Natasha Tancie Lee

Like · Reply · 16w

1

Amie Natasha maybe this might be of interest? Xx

Like · Reply · 12w

1

View more replies

Emma Amber

Like · Reply · 15w

1

Mel Tammy

Like · Reply · 16w

1

Natasha Cassie

Like · Reply · 16w

1