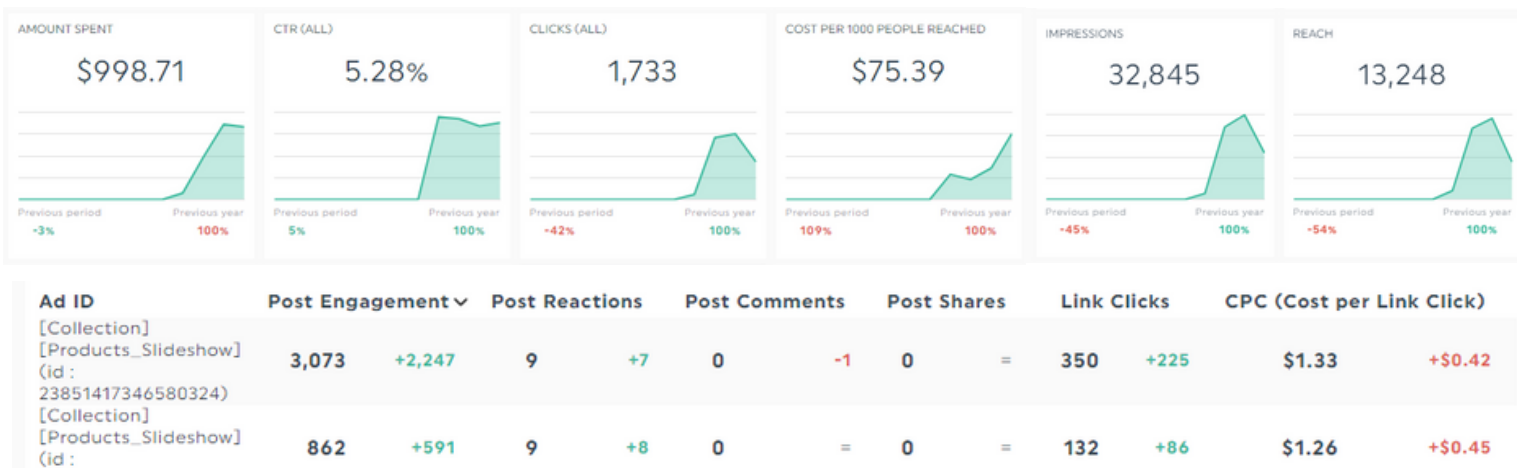


- Using Dashthis tool to report, give recommendations and what to improve on the campaign.



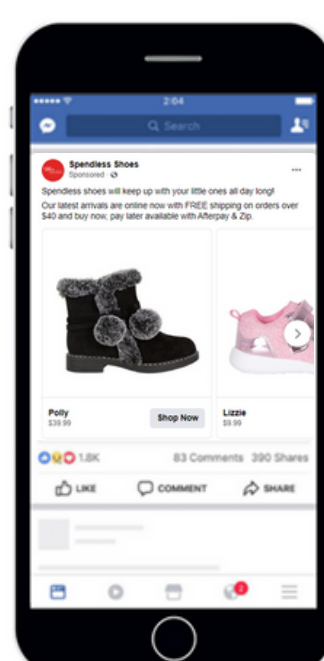
- Sample Facebook and Instagram Ads



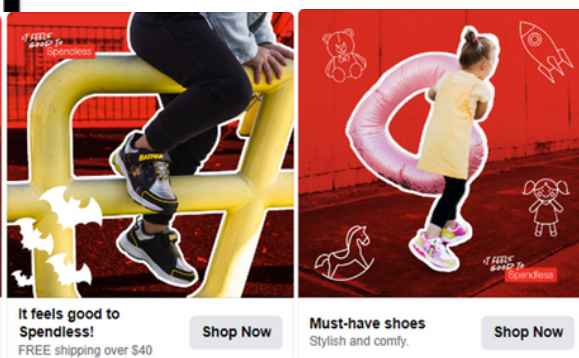
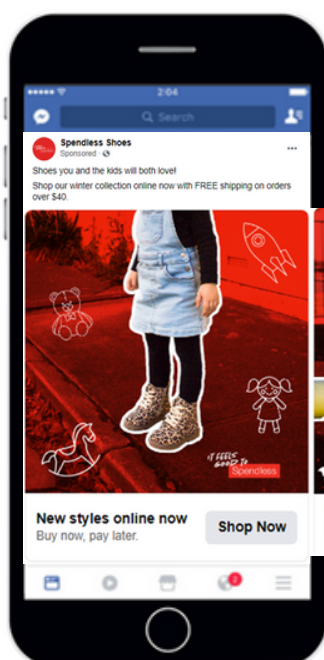
Image - Conversion
BROAD WOMEN
LOOKALIKE WOMEN
INFRASTRUCTURE | **CREATIVE** | AUDIENCE



Image - Conversion
BROAD WOMEN
LOOKALIKE WOMEN
INFRASTRUCTURE | **CREATIVE** | AUDIENCE



Dynamic Carousel - Conversion
BROAD PARENTS
LOOKALIKE PARENTS
INFRASTRUCTURE | **CREATIVE** | AUDIENCE



Dynamic Carousel - Conversion
BROAD PARENTS
LOOKALIKE PARENTS
INFRASTRUCTURE | **CREATIVE** | AUDIENCE

Data and results on Facebook Ads Manager

Ad Sets										Ad Sets									
Spends Shoes										Spends Shoes									
Updated just now										Updated just now									
Search names or filters like "Had delivery"										Search names or filters like "Had delivery"									
Last 7 days: Nov 12, 2021 - Nov 18, 2021										Last 7 days: Nov 12, 2021 - Nov 18, 2021									
Resource Center										Resource Center									
Campaigns										Campaigns									
Ad Sets										Ad Sets									
Ads										Ads									
Columns: Performance										Columns: Performance									
Breakdown										Breakdown									
Reports										Reports									
Off / On	Ad Set Name	Reach	Impressions	Cost per Result	Amount Spent	Ends	Sched	Website Purchases Conversion...	Link Clicks	Website Purchases	On-Facebook Purchases	Mobile App Purchase ROAS (Return...							
<input checked="" type="checkbox"/>	[Lookalike] Parents	859	1,350	\$17.20 Per Purchase	\$17.20	Ongoing	Aug 3	\$44.92	17	1									
<input checked="" type="checkbox"/>	[Lookalike] Men	99	154		\$2.29	Ongoing	Aug 3	\$0.00	1										
<input checked="" type="checkbox"/>	[Lookalike] Women	5,520	11,196	\$24.38 Per Purchase	\$146.27	Ongoing	Aug 3	\$359.91	248	5									
<input checked="" type="checkbox"/>	[Broad] Parents	6,551	11,798	\$14.08 Per Purchase	\$140.77	Ongoing	Aug 3	\$699.87	154	10									
<input checked="" type="checkbox"/>	[Broad] Men	1,883	2,350		\$28.64	Ongoing	Aug 3	\$0.00	7										
<input checked="" type="checkbox"/>	[Broad] Women	40,643	104,184	\$17.85 Per Purchase	\$1,356.70	Ongoing	Aug 3	\$4812.55	2,642	26									
Results from 1,883 ad sets		161,706 People	566,472 Total	Multiple Conversions	\$5,616.14 Total Spent			\$0.00 Total	7,824 Total										

Shopify Data

	COGS	Ad Account 1	Ad Account 2	Revenue	Profit	ROI	Day	ROAS
1-Nov	3405.35	5,949.25	190.23	12,163.04	2,587.25	41.93%	Friday	1.871178317
2-Nov	3350.03	6,876.34	168.16	12,172.21	1,771.08	25.15%	Saturday	1.728481561
3-Nov	4564.2	8,644.30	82.85	15,773.36	3,618.54	27.41%	Sunday	1.807244843
4-Nov	5383.93	9,974.79	29.36	19,003.68	4,344.36	36.17%	Monday	1.654773484
5-Nov	5451.35	8,878.50	16.67	14,850.61	1,976.86	47.72%	Tuesday	2.098661734
6-Nov	4390.35	8,463.24	10.16	13,561.31	2,048.50	23.45%	Wednesday	1.726152432
7-Nov	3403.59	5,727.83	10.74	10,642.33	4,081.49	64.55%	Thursday	2.291445123
8-Nov	2983.29	5,081.64	9.6	15,327.63	21,318.07	131.49%	Friday	1.944072334
9-Nov	4509.45	6,967.39	9.3	46,515.99	28,967.88	125.51%	Saturday	2.209134563
10-Nov	3591.95	16,626.97	9.64	26,806.94	44,457.08	133.62%	Sunday	2.334567727
11-Nov	2834.05	10,925.55	0	44,457.51	50,265.54	148.96%	Monday	2.646465675
12-Nov	2244.41	14,311.16	0	50,065.54	45,576.54	146.21%	Tuesday	2.433543575
13-Nov	2115.75	16,437.95	0	59,897.56	59,987.18	136.53%	Wednesday	2.297114356
14-Nov	2575.67	38,910.95	0	54,096.74	54,064.02	126.83%	Thursday	2.276834642
15-Nov	2853.79	40,101.37	555.07	92,335.24	44,372.75	110.23%	Friday	2.236535764
16-Nov	2929.11	48,671.91	1,606.37	90,237.08	39,084.94	121.20%	Saturday	2.574563469
17-Nov	2405.34	47,254.45	821.55	112,208.73	40,679.90	113.90%	Sunday	2.646434783

CR	# Of Sales	AOV	CPC Ad Account 1	CPC Ad Account 2	CPM Ad Account 1	CPM Ad Account 2	Clicks Ad Account 1	Clicks Ad Account 2	CPP	Net Margin
3.48	443	27.45607223	0.76	1.36	13.14	11.28	7,876	143	13.92975847	0.212714291
3.09	440	27.06411354	0.82	1.31	12.08	10.21	8,366	126	14.00477273	0.123301193
3.37	572	27.57890442	0.84	1.45	13.13	10.22	10,344	57	15.25725524	0.151647292
3.26	677	29.07042896	0.82	1.47	14.56	9.23	12,111	20	14.77212423	0.194125938
3.14	674	27.58231454	0.63	1.39	12.06	6.58	11,429	12	13.19694413	0.228308292
2.93	546	27.19891941	0.74	2.03	13.46	9.83	8,303	5	15.51904762	0.133789793
3.24	471	27.94333333	0.89	2.15	12.64	25.15	6,019	5	12.18380334	0.204126317
3.03	341	29.44378296	0.85	4.8	14.25	21.82	7,585	2	14.96252785	0.264329926
4.97	540	24.3845	0.93	3.1	14.18	27.93	19,654	3	12.90127773	0.47659304
5.95	1,527	30.46233793	0.85	2.41	15.91	35.84	13,891	4	10.83596379	0.51876263
4.21	891	30.08635241	0.74	4.14	12.58	26.88	12,683	1	11.53978676	0.514789448
4.95	915	30.99234973	0.86	0	14.52	0	14,593	0	11.9434918	0.562973344
6.42	1,275	29.70481569	0.98	0	14	0	17,963	0	11.22443922	0.542106547
7.17	1,568	29.91913058	1.03	0	14.94	0	29,859	0	12.41991498	0.561990346
7.56	2,564	30.61943482	1.07	0	14.56	0	35,235	0	12.63933443	0.50941972
7.5	3,108	29.70449318	1.1	2.62	14.52	24.45	33,741	212	12.03425463	0.533371227

- Case Study was for 2021. We all know things have changed in 2021. There are no breakdowns in ads manager anymore. Ads manager reporting is very inaccurate due to IOS 14 update . However, strategy I used still works in 2022.
- Performance was not linear (which is normal). Ads that perform today would underperform and overspend the next day as always, finding winning angles and creatives was the key.