Town Hall Meeting - September 26, 2024

Sum of Bought Finds

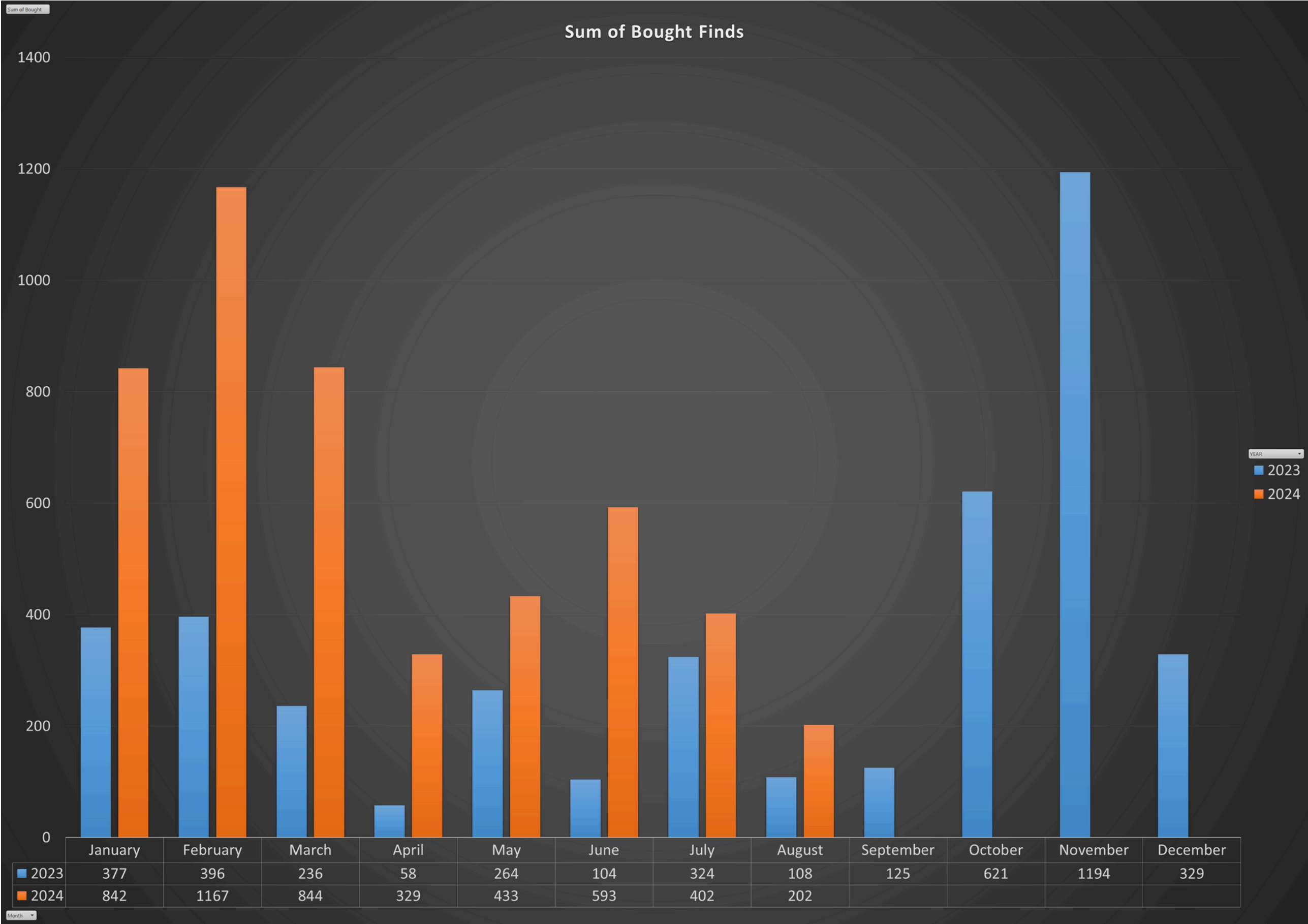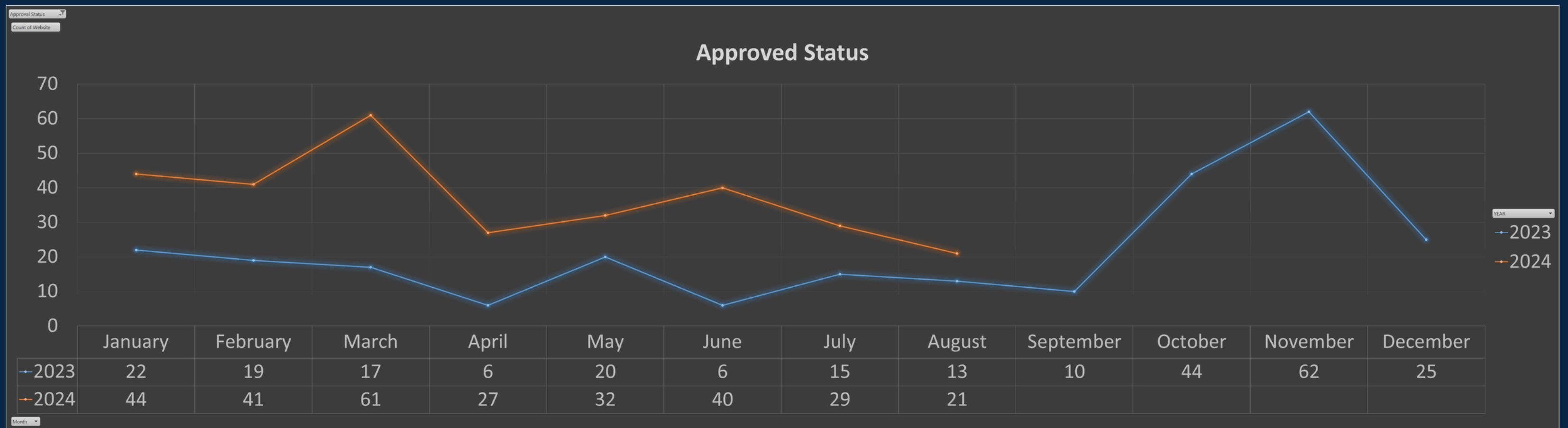|	January	February	March	April	May	June	July	August	September	October	November	December
2023	377	396	236	58	264	104	324	108	125	621	1194	329
2024	842	1167	844	329	433	593	402	202				

Legend: 2023, 2024

Accomplishments

TACTICAL ARBITRAGE

- Overall increase of bought finds in 2024 by analyzing the tool and websites and enhancing scan efficiency by strategically adapted scanning methods based on seasonality, market changes and evolving business goals.
- Created a scanning schedule for the website based on the leads submitted in 2023.

Goals

Approved Status

	January	February	March	April	May	June	July	August	September	October	November	December
2023	22	19	17	6	20	6	15	13	10	44	62	25
2024	44	41	61	27	32	40	29	21				

The chart illustrates the trend of "Approved Status" over the months for the years 2023 (blue line) and 2024 (orange line). Here's an analysis of the goal and trends:

- 2024 shows a consistent increase in approved status in most months, significantly surpassing 2023, especially in the first half of the year.
- There was a notable increase in October and November 2023 peaking at 62 approved finds in November as there are many deals during Pre-Black Friday, Black Friday, Cyber Monday.

Goal of this trend is to increase the number of approved statuses over time in Tactical Arbitrage

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

AMOUNT SPENT	CTR (ALL)	CLICKS (ALL)	COST PER 1000 PEOPLE REACHED	IMPRESSIONS	REACH
$998.71	5.28%	1,733	$75.39	32,845	13,248
Previous period -3%	Previous period 5%	Previous period -42%	Previous period 109%	Previous period -45%	Previous period -54%
Previous year 100%	Previous year 100%	Previous year 100%	Previous year 100%	Previous year 100%	Previous year 100%

Ad ID	Post Engagement ⌄		Post Reactions		Post Comments		Post Shares		Link Clicks		CPC (Cost per Link Click)	
[Collection] [Products_Slideshow] (id : 23851417346580324)	3,073	+2,247	9	+7	0	-1	0	=	350	+225	$1.33	+$0.42
[Collection] [Products_Slideshow] (id :	862	+591	9	+8	0	=	0	=	132	+86	$1.26	+$0.45

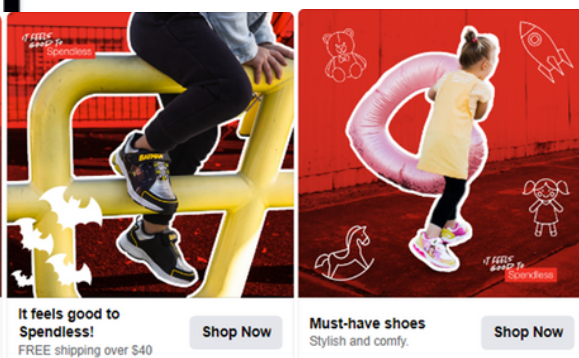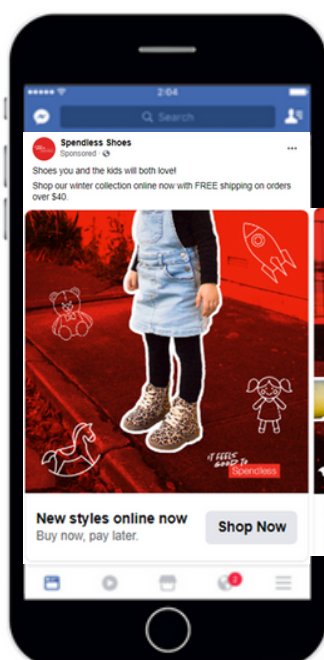- **Sample Facebook and Instagram Ads**

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

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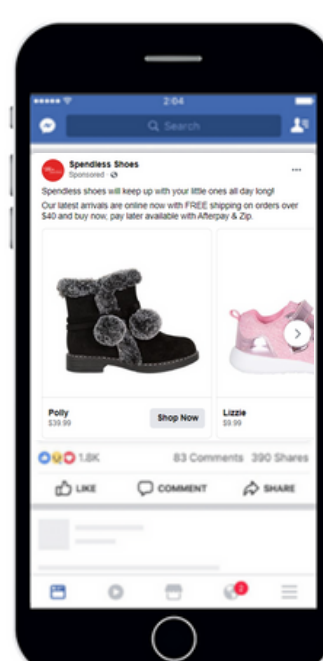
Dynamic Carousel - Conversion
BROAD PARENTS
LOOKALIKE PARENTS
INFRASTRUCTURE | **CREATIVE** | AUDIENCE

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

- **Data and results on Facebook Ads Manager**

- **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 1	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	29.07042836	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.**