

Website: - https://www.legear.com.au/

Industry: - Armed Forces Gear/Products

City/State/Country: -Australia

Monthly Budget: -\$1000/M (its depends upon how much we converting sales)

## Challenge/Objective at beginning of the campaign:- Data:- (1 Feb – 31<sup>st</sup> April 2018)

Resul -	Reach	Impre	Cost per result	Amount spent	Click (al	CPC (all)	CTF (all)	Convers va	Web conversi	Cost per website conversion	Website purchase ROAS
139 Purchases	37,610	483,282	\$18.81 Per Purc	\$2,614.10	7,175	\$0.36	1.48%	\$1,975,265	35,056	\$0.07	8.33
97 Purchases	38,984	307,675	\$22.56 Per Purc	\$2,188.61	9,884	\$0.22	3.21%	\$1,312,541	23,598	\$0.09	7.43
54 Purchases	30,718	149,231	\$13.36 Per Purc	\$721.25	3,115	\$0.23	2.09%	\$636,066.65	11,971	\$0.06	13.82
51 Purchases	30,031	157,118	\$23.53 Per Purc	\$1,199.83	2,423	\$0.50	1.54%	\$565,667.36	10,999	\$0.11	6.31
16 Purchases	25,040	61,711	\$23.75 Per Purc	\$380.00	1,455	\$0.26	2.36%	\$321,346.83	4,536	\$0.08	7.27
13 Purchases	11,599	31,242	\$13.34 Per Purc	\$173.46	418	\$0.41	1.34%	\$122,839.70	2,439	\$0.07	11.17
_	336,522 People	<b>2,037,799</b> Total	_	<b>\$8,875.72</b> Total Spent	<b>30,385</b> Total	\$0.29 Per Click	1.49% Per Imp	<b>\$5,665,815</b> Total	<b>106,356</b> Total	\$0.08 Per Action	7.44 Average

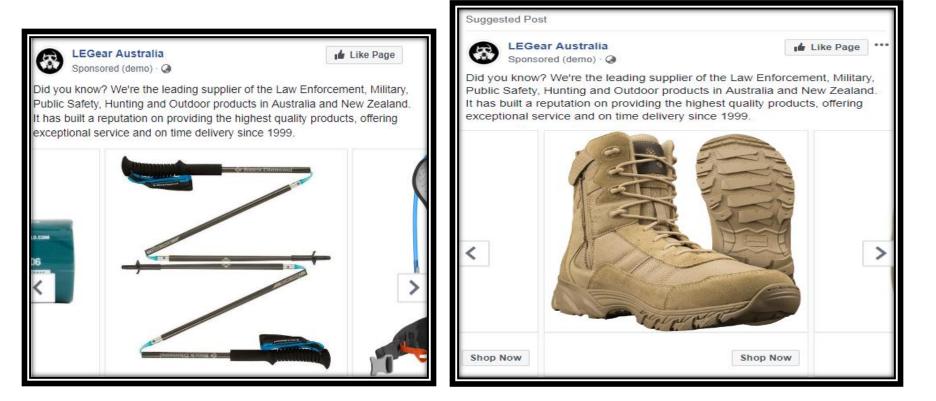
- 1. Low volume of Conversions.
- 2. Clicks were low.
- 3. CTR were low.
- 4. Conversion Value was low.

# Achievements – ROI/Clicks/Sales/Spend reduction or anything else you can think of.

Resul <del>-</del>	React	lmŗ	Cost per result	Amoui spei	Clic (a	CP (al	CT (a	Convers va	Web conversi	Cost web: convers	Webs purcha RO,
354 Purchases	46,775	633,482	\$13.40 Per Purchase	\$4,742.05	11,748	\$0.40	1.85%	\$3,813,279	65,947	\$0.07	10.64
107 Purchases	37,854	269,592	\$15.32 Per Purchase	\$1,638.92	4,166	\$0.39	1.55%	\$801,543.40	23,836	\$0.07	8.17
73 Purchases	94,896	319,165	\$32.83 Per Purchase	\$2,396.62	8,807	\$0.27	2.76%	\$848,410.10	15,746	\$0.15	4.68
62 Purchases	23,666	162,736	\$16.97 Per Purchase	\$1,052.06	2,353	\$0.45	1.45%	\$662,259.38	13,168	\$0.08	8.31
26 Purchases	14,744	29,434	\$11.00 Per Purchase	\$286.02	482	\$0.59	1.64%	\$158,035.43	2,827	\$0.10	11.75
—	185,267 People	<b>1,711,</b> Total		<b>\$12,572.26</b> Total Spent	<b>32,435</b> Total	<b>\$0.39</b> Per Click	<b>1.90%</b> Per I	<b>\$7,100,600</b> Total	<b>137,719</b> Total	\$0.09 Per Action	7.57 Average

- 1) Conversion Increased: 42.12%
- 2) Click Increased by : 25.28%
- 3) CTR increased by : 0.41%
- 4) Conversion Value increased by 20.20%

### Currently Running Ad:-



# Observations and Changes:

- Specific strategies have been drafted to maximize the brand of the client on Facebook
- We have done Optimizations on the basis of Devices, Age, Sex, Location etc
- Shopping campaigns are being created to take the project to the next level
- New strategies are being used to get high quality traffic to the campaigns and that means more sales
- On the basis of data moving forward, we will optimize the campaigns to further reduce the cost per conversion and try to maximize the clicks from the campaigns within the same spend

### If available, month wise data so that I can make a graph out of it.

