

Spa Services & Products



South Africa

Facebook Advertising + Retargeting

Objective: Purchases

Duration: 4 days

Client's Objective

Client wanted to sell their spa services and products in South Africa.

Our Plan

We recommended to the client to start event sales and create specific landing pages for this purpose. We ran a Conversion campaign for Black Friday sale and retargeted in two different ways (pixel events and custom audience).

What We Achieved

We managed to get **65+ sales** within 4 days. The client is very happy and still working with us in the foreseeable future.

RESULTS

Total budget spent



\$32.77

Link clicks



340

Result



67

Cost Per Result



\$0.49

Facebook Ads Performance Overview

Impressions

23,996

Reach

16,944

Total clicks

766

link clicks

340

(link) CTR: **1.42%**

(link) CPC: **\$0.10**

Website Purchases

67

Cost Per Purchase

\$0.49

Website Purchase value

\$2,789.34

ROAS

85.12

Payment info adds

130

Cost Per Payment Info Add

\$0.25

Adds To Cart

74

Cost Per Add to Cart

\$0.44