

Food Industry



UK (London Zone 1 & 2)

Facebook Advertising + Retargeting

Objective: Purchases

Duration: 1 Month

Client's Objective

Client wanted to sell their diet meal plans.

Our Plan

We recommended to the client to run campaigns about their discount offers. We ran a Conversion campaign for 1 month and retargeted in two different ways (pixel events and custom audience (with lookalike audience)).

What We Achieved

We managed to get **37 sales** within 1 month and double (from 30k to 60k) their revenue in the duration for a few month. The client still continues to work with us.

RESULTS

Total budget spent



£665.54

Link clicks



447

Result



67

Cost Per Result



£17.99

Facebook Ads Performance Overview

Impressions

71,934

Reach

33,775

Total clicks

617

link clicks

447

(link) CTR: **0.62%**

(link) CPC: **£1.49**

Website Purchases

67

Cost Per Purchase

£17.99

Website Purchase value

£6,910.95

ROAS

10.38

Payment info adds

26

Cost Per Payment Info Add

£25.60

Adds To Cart

33

Cost Per Add to Cart

£20.17