

Swimwear

Australia |
New Zealand | US

Facebook Advertising
Campaign

Objective: Purchases

Duration: 7days

Client's Objective

The client wanted to sell their Swimwear in Australia, New Zealand & US.

Our Plan

We separately targeted the countries in different ad sets to achieve performance of ads. We recommended to the client to start event sales. We ran a Conversion campaign for Christmas sale and retargeted with custom audiences to separate countries.

What We Achieved

We managed to get **15+** sales within 7 days. The campaign is still running.

RESULTS

Total budget spent



\$280.00

Link clicks



490

Result



17

Cost Per Result



\$16.47

Achieved

Amount Spent

\$280.00

Reach

4,474

Impressions

10,744

Purchases

17

Cost Per Purchase

\$16.47

ROAS

7.49

Total clicks

760

Link clicks

490

Cost Per click

\$0.57

Landing Page Views

463

Cost Per
Landing Page Views

\$0.60

