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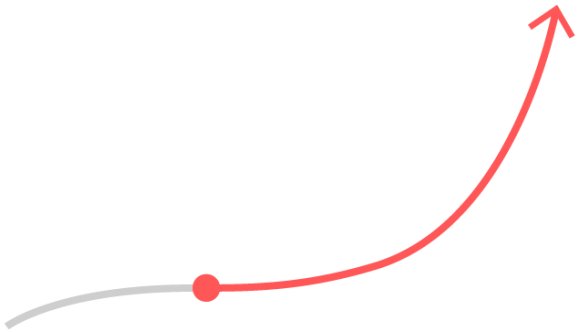
Schedule a 30 minute call

Campaign	Industry	Website
Facebook Paid Ads	CPG	www.goodybeads.com
Objective: increase website traffic and get maximum sales at a low cost		



MONTHLY WEBSITE SALES

INCREASED BY 23%

CLIENT GOALS

stated before the MediaMagic Team

The client's main goal was to generate a good number of sales at a minimum cost. Initially, the client was already running a few campaigns and as it is a competitive niche the campaign generated a few conversions but at a high cost, therefore, they wanted us to increase the number

of sales but at low CPA. Goody Beads is one of our happy clients & we are managing all of their PPC campaigns including Google ads for better results.

SERVICES, SOLUTIONS, AND OUTCOME

We strategize, planned, and created all their marketing campaigns from the scratch and also optimized them further for better results.

We have used the Facebook interest targeting options to generate sales. We have created a conversion campaign to target people in the United States and shown interest in beads and read magazines related to customizable bracelets, necklaces, and more. We have tested multiple ad formats like single-image banner ads, slideshows, and carousel ads for the best-selling product provided by clients.

Then people who viewed our ads and visited our website but did not purchase were retargeted with a new remarketing campaign to bring them back into the sales funnel.

The data of people who have successfully purchased any product after visiting the website were also used in our ad campaigns. We created a lookalike audience of these people so that we can target people who are similar to our purchaser.

We have also targeted audiences who have an interest in our competitors. Therefore, we did competitor research and targeted only top companies and listed them in separate ad sets which further resulted in a good number of sales.

CAMPAIGN OVERVIEW

Dec 2020 - Feb 2021

Campaign Name	Clicks	CTR	Cost per click	Impressions	Budget spent	Website Purchases	Initiates Checkout
Goody Beads - Conversion - ST	2,893	3.67%	$0.31	78,924	$900.36	595	940
Lookalike Audience - ST	1,769	4.32%	$0.24	40,938	$432.93	189	309
Customer Remarketing List - ST	655	3.10%	$0.33	21,124	$219.31	206	303

TOP ADSET PERFORMANCE

	Adset Name	Clicks	CTR	Cost per click	Impressions	Budget spent	Website Purchases	Initiates Checkout
1.	Gifts related Interests	1,860	3.93%	$0.24	47,379	$450.23	207	308
2.	All Website Visitors	1,033	3.27%	$0.44	31,545	$450.13	388	632
3.	Add to Cart Lookalike (Last 45 Days) - ST	856	3.80%	$0.26	22,546	$224.47	55	88
4.	New Ad Set	655	3.10%	$0.33	21,124	$219.31	206	303
5.	Default Pixel Audience using Purchase	537	5.20%	$0.19	10,333	$104.21	79	131
6.	Initiate Checkout Audience (Last 30 Days)	376	4.67%	$0.28	8,059	$104.25	55	90

TOP PERFORMING ADS

Goody Beads
Sponsored ·

Explore your very own DIY jewelry headquarters 😍

GoodyBeads.com puts the fun back into shopping for beads, charms, and jewelry supplies online

Visit us daily or weekly for something fresh, fun, and so you 😍

Shop Today!

HTTPS://WWW.GOODYBEADS.C...
Full-service online bead store!
SHOP NOW

Ad Name: Slide Show Ad (Home page)

Clicks	Cost/Re...	Purchas...	Value	ROAS
467	$7.47	148	$9,162.20	42.00

Goody Beads
Sponsored ·

🎁 Looking to make a quick gift for friends, family, or functions? 🎁

At GoodyBeads.com, we offer trendy & unique beadable gifts with some special offers 🤑

Browse our beadable products section for bead pens and other beadable gifts and accessories.

Start shopping now!

HTTPS://WWW.GOODYBEADS.C...
Full-service online bead store!
SHOP NOW

Ad Name: Slide Show Ad (Home page)

Clicks	Cost/Re...	Purchas...	Value	ROAS
942	$11.26	77	$5,289.54	24.45