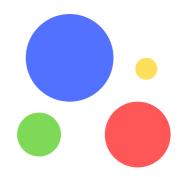
CASE STUDY

MEDIAMAGIC & GOODY BEADS





Services: Facebook Paid Ads



Industry: CPG





Objective: increase website traffic and get maximum sales at a low-cost



Website: www.goodybeads.com





MONTHLY WEBSITE SALES

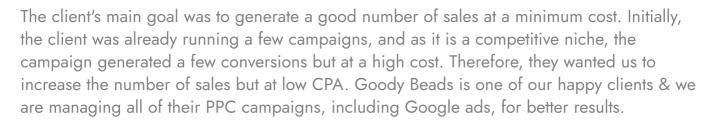
INCREASED BY 23%





CLIENT GOALS

stated before the MediaMagic Team



SOLUTION AND RESULTS



We strategized, planned, and created all their marketing campaigns from 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 who have 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.

Our ad campaigns also used the data of people who have successfully purchased any product after visiting the website. 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.

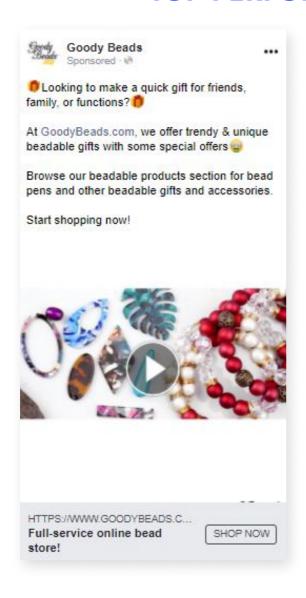


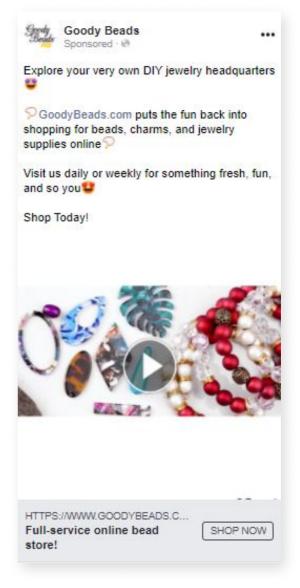
CAMPAIGN OVERVIEW

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 PERFORMING ADS







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

Ad Name:	Slide Show Ad (Home page)					
Clicks	Cost/Re	Purchas	Value	ROAS		
467	\$7.47	148	\$9,162.20	42.00		

Ad Name:	Slide Show Ad (Home page)					
Clicks	Cost/Re	Purchas	Value	ROAS		
942	\$11.26	77	\$5,289.54	24.45		

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30 MINUTE MEETING









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Made with 💗 in Miami, Kyiv, Kharkiv and Zaporizhzhya









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