

Promotion of E-commerce Project

Basic goals:

- solving the issue with the problems of page trust during the launch of advertising activities;
- budget expenditure while maintaining a stable payback rate of 4.0 (ROAS);
- testing new hypotheses that can subsequently increase the effectiveness of advertising activities.

REVENUE = \$ 84 948

Of these, about **81.3%** were direct sales from the **Facebook Ads** ad cabinet

CPO = \$ 38,4

Cost per order

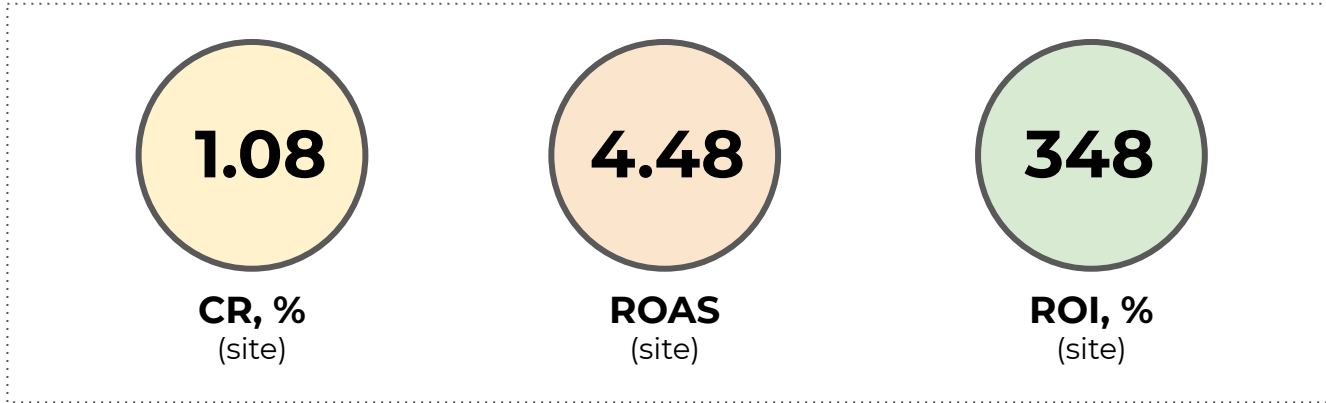
ORDERS = 494

The total number of orders by the end of the month **increased by x3**, keeping the overall website conversion **CR**: from **1.1%** to **2.3%**

ROAS = 4,48

Key performance metrics

one of the most successful months of work on the project is taken into consideration



\$ **18,956**

Total Ad Spend

\$ **84,948**

Revenue
(site)

494

Sales

Key performance metrics

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Revenue \$ 84,948
per month (total)

Revenue \$ 68,894
per month (FAds)

SALES OVER TIME



Comments (1):

During the month under review, we received **\$ 84,948** in profits throughout the site, of which **81.3%** came from direct sales **from Facebook Ads** (by direct we mean sales that were automatically pulled into the ad account).

Micro Conversions: CR = 1.08%, AddToCart = 1771, Reached Checkout = 954

Key performance metrics

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CAC

Customer Acquisition Cost

\$ **38.37**

During the month under review, there was a gradual decrease in the purchase price by an average of **15%** (due to an increase in demand and traffic).

AOV

Average Order Value

\$ **172.95** **+5%**
On average, the indicator increased every month.

ORDER VALUE OVER TIME

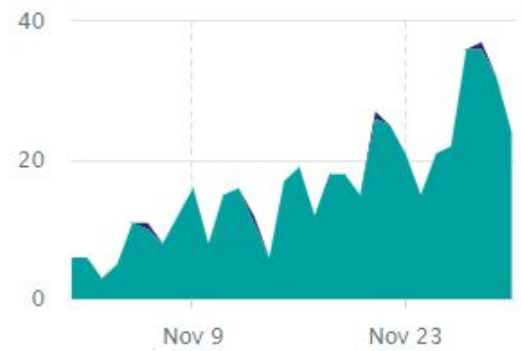


RCR

Returning Customer Rate

0.81 %

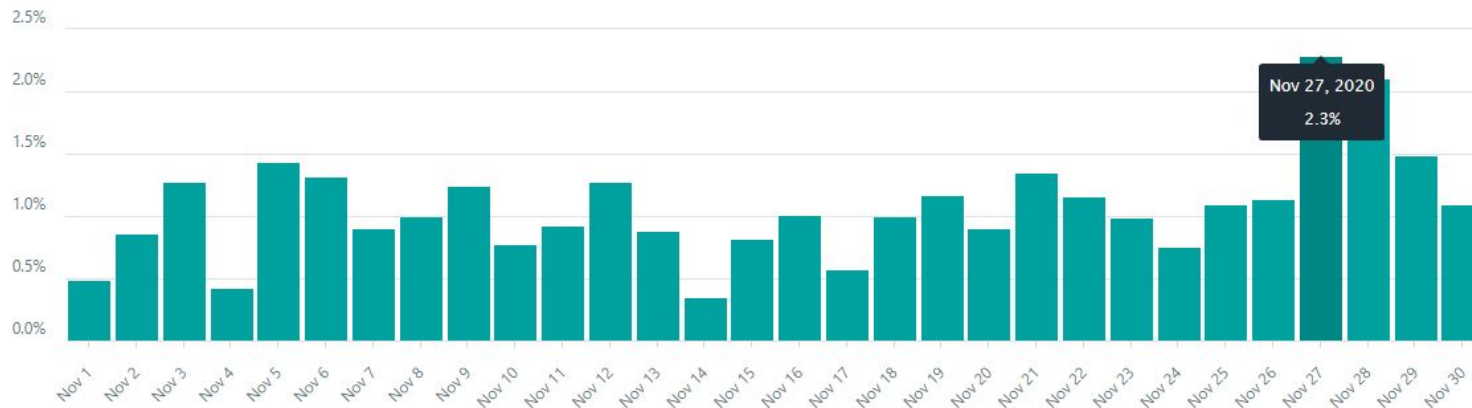
CUSTOMERS OVER TIME



Key performance metrics

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Conversion rate



Comments (2):

The screenshot above shows that the main growth in site conversion was at the end of the month, where there was a fairly strong news feed on Black Friday (at that time, CR for the site was from **1.1%** to **2.3%**).

Key performance metrics

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43,346

Unique sessions

00:01:45

Average session duration

0.81%

Returned Users

39.36%

Bounce rate

Online store sessions

43,346

[View report](#)

↑ 426%

Visitors

40,539

↑ 415%

SESSIONS OVER TIME



■ Oct 1–Oct 31, 2020 ■ Nov 1–Nov 30, 2020

Bounce rate



We are seeing a positive decline of **20%** in the overall bounce rate.

Key performance metrics

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Country/Region	Visitors	Sessions	Added to cart	Reached checkout	Bounce rate	Conversion rate	Sessions converted
Summary	36,360	43,346	1,771	930	39.35%	1.08%	468
United States	5,337	6,198	220	118	47.90%	1.26%	78
Canada	3,712	4,398	168	80	38.20%	1.16%	51
Italy	5,670	6,762	242	99	34.72%	0.74%	50
France	1,785	2,236	94	59	34.75%	1.43%	32
Hong Kong	1,648	2,021	81	69	40.62%	1.19%	24
United Kingdom	1,556	1,865	70	38	34.16%	1.02%	19
Saudi Arabia	1,387	1,668	80	41	41.91%	1.02%	17
Belgium	800	1,010	47	33	33.27%	1.58%	16
Germany	968	1,167	45	24	33.85%	1.37%	16
United Arab Emirates	1,232	1,402	71	31	38.30%	1.07%	15
Australia	1,379	1,581	64	24	35.55%	0.89%	14
Taiwan	1,247	1,468	63	29	46.25%	0.95%	14
Kuwait	998	1,178	80	42	38.46%	1.10%	13
Singapore	1,096	1,300	43	20	37.69%	1.00%	13
Israel	390	495	31	21	37.58%	2.42%	12



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**Case
is not
finished**

It continues to
move towards
the
exponential

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**Work
with
us**

And your
revenue will
be **fortuned**

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