

# Promotion of Luxury E-commerce Project

Basic goals:

- launching expensive products for promotion from scratch;
- increase the volume of launched activities, while maintaining a payback rate of at least 4.0 (ROAS).

**REVENUE = € 542,042**

It was received from advertising activities in the **first 5 months of work**, and this is not the limit!

**CPO = € 100.3**

Cost per order

**ORDERS = 942**

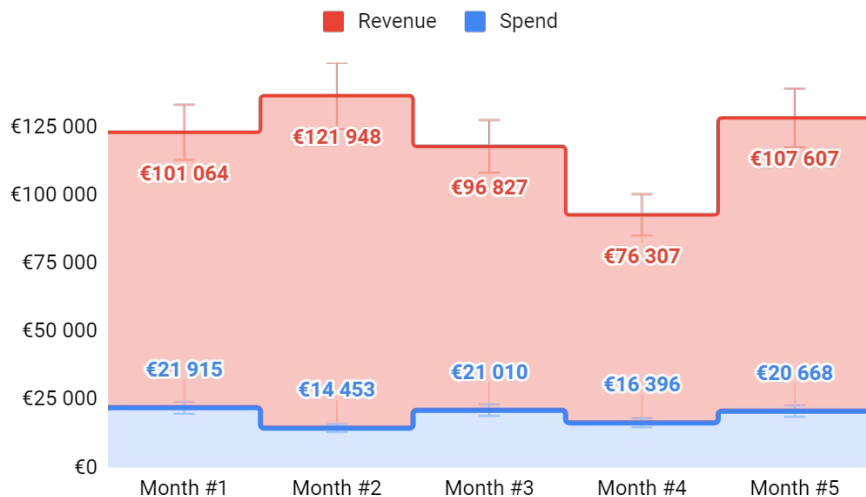
During the peak season, we managed to reach about **245 orders** in just one month!

**ROAS = 5.4**

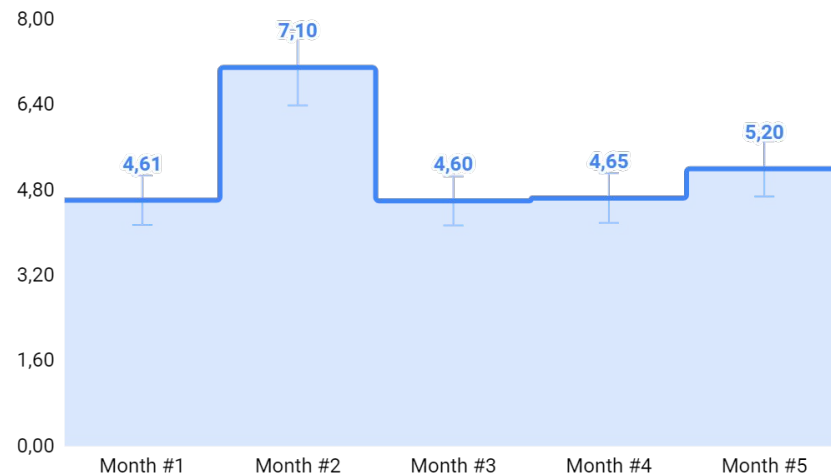
# Key performance metrics

for 5 months of work on the project "from scratch"

## Revenue & Spend



## ROAS (site)



## Comments (1):

The implementation of promotion, in this case, was based **85%** on Facebook Ads advertising activities.

# Key performance metrics

for 5 months of work on the project "from scratch"

## CAC

Customer Acquisition Cost

€ 110.6

The average cost indicator was extremely unstable (due to the introduction of restrictions for iOS 14), but later it was able to stabilize at this level ( $\pm 15\%$ ).

## AOV

Average Order Value

€ 629.74

+15%

On average, the indicator increased every month.

### ORDER VALUE OVER TIME

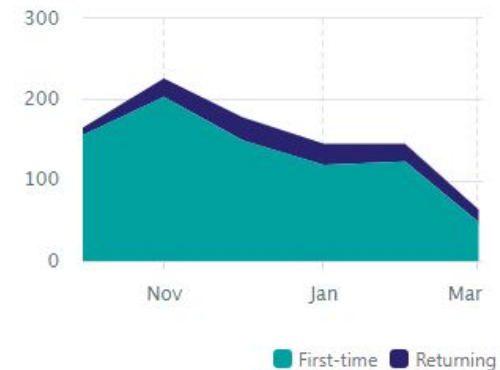


## RCR

Returning Customer Rate

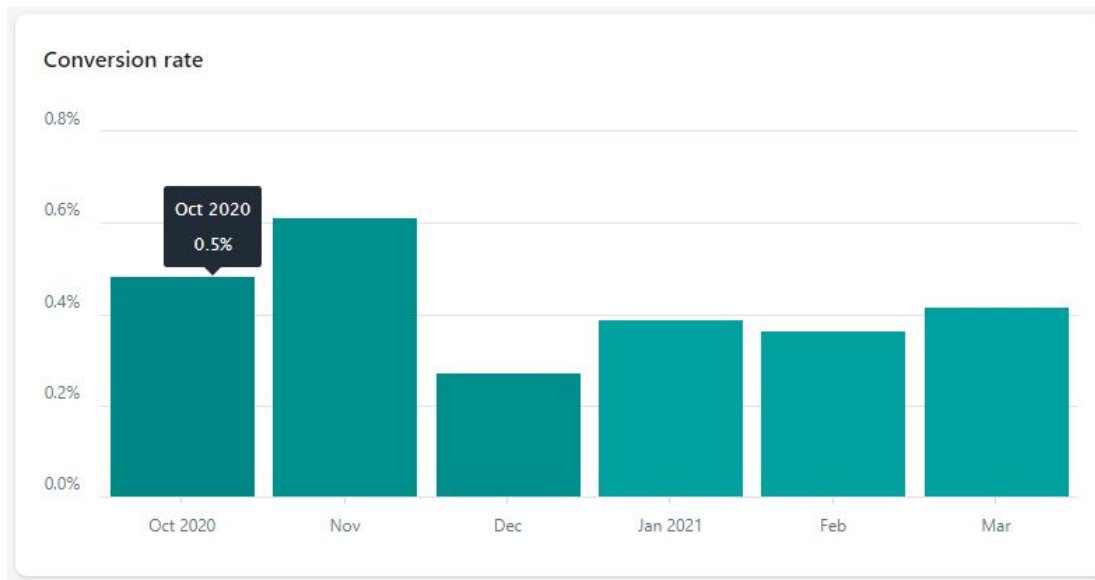
11.86%

### CUSTOMERS OVER TIME



# Key performance metrics

for 5 months of work on the project "from scratch"



## Comments (2):

Given the premium nature of this segment, in the course of the work, it was possible to keep the site conversion rate (CR) in the region of **0.3%** to **0.6%**.

# Key performance metrics

for 5 months of work on the project "from scratch"

Campaign Name	Purchases	Purchases Conversion...	Link Clicks	CTR (Link Click-Through...	Amount Spent
[View] Acquisition General Audience (Mobile)	29	\$18,666.51	4,404	0.61%	\$2,894.76
[View] Acquisition General Audience	25	\$16,667.84	2,838	0.63%	\$2,773.55
[View] Acquisition General Audience (PC/M)	21	\$14,739.03	1,757	0.66%	\$2,827.85
[View] Acquisition General Audience (PC/M)	20	\$15,742.78	2,285	0.71%	\$2,190.35
[View] Acquisition General Audience (PC/M)	20	\$8,246.36	3,074	1.18%	\$1,696.31
[View] Acquisition General Audience (PC/M)	18	\$9,786.92	520	1.81%	\$1,303.58
Remarketing / All Visitors & 30D / Facebook Inst.	15	\$11,480.94	845	1.54%	\$1,010.32
[View] Acquisition General Audience (PC/M)	14	\$11,327.49	2,200	1.44%	\$2,065.62
[View] Acquisition General Audience (PC/M)	14	\$5,721.81	1,054	0.65%	\$705.33
[View] Acquisition General Audience (PC/M)	13	\$10,575.56	1,029	0.70%	\$1,489.80
[View] Acquisition General Audience (PC/M)	13	\$8,109.23	1,182	0.82%	\$926.27
[View] Acquisition General Audience (PC/M)	13	\$10,591.05	959	0.81%	\$1,425.60
[View] Acquisition General Audience (PC/M)	13	\$6,164.66	1,279	0.95%	\$1,599.08
[View] Acquisition General Audience (PC/M)	10	\$3,948.67	1,093	1.13%	\$1,294.74
Worldwide Top Audience / Shows Facebook & Inst.	10	\$9,427.40	1,555	0.89%	\$579.24
[View] Acquisition General Audience (PC/M)	9	\$4,106.95	1,321	1.04%	\$1,267.85
Remarketing / 30 Days of Inactive / Facebook & Inst.	9	\$8,361.06	150	0.87%	\$785.30
UK / Top Audience / Paid Facebook & Instagram	8	\$24,735.21	723	0.33%	\$817.16
<b>Total Results</b> 50 rows displayed (more rows available)	— Total	— Total	<b>74,734</b> Total	<b>0.53%</b> Per Impressions	<b>\$77,800.53</b> Total Spent

## Comments (3):

In the process of implementing the promotion of advertising activities of this case, our team was faced with the task of launching a brand from scratch, based only on a theoretical justification of the target audience.

In the process of optimization and scaling, several successful bundles were formed (interests, Look-alike for interactions), which, after 5 months of work on the project, allowed not only to develop wider coverage but also to train the pixel to a good degree.

**P.S.** At the moment, **75% of sales** are from Facebook Pixel wide conversion launches.



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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**

”