



# Our Power Team Produces Results! eCommerce Case Studies

# Case Study 1: eCommerce Store in the Home Furnishings & Jewelry Niche

Within 4 days of onboarding a new client in the eCommerce business. Here's a snapshot of the Return on Ad Spend and DOUBLED the Sales!

**over last 4 days since on boarding client**



	Campaign Name	Results	Budget	Amount Spent	Website Purchases	Website Purchase ROAS	Website Purchases Conversion
<input checked="" type="checkbox"/>	BOF PPE	98 Post Engag...	Using ad se...	\$68.90	7	9.39	\$646.88
<input checked="" type="checkbox"/>	MOF - WC	13 Purchases	Using ad se...	\$131.84	13	8.68	\$1,143.73
<input checked="" type="checkbox"/>	TOF WC 	5 Purchases	Using ad se...	\$109.59	5	4.24	\$464.99

## Case Study 2: eCommerce Store in the Fitness & Clothing Niche

**From \$100 a Day To \$10,000 a Day in Under 4 Months!  
14 Million Video Views, 11,000 shares, 31,000 reactions!**

**Client was frustrated with their Amazon sales and cost of warehousing with Amazon.** Eventually, serious entrepreneurs realize they need to turn from Amazon to own their own store, brand and customer list. This fitness niche product store did just that.

**The Problem:** Their Amazon Store and their ads on Facebook weren't producing that many sales.

**The Solution:** We started with a **comprehensive audit of their existing marketing and assets so that we could generate a strategic plan to 10x their business** using our FastTrack 4 Social Marketing™ methodology.

Created a **Shopify** eCommerce store and blueprinted custom Facebook Campaigns utilizing "reality" style videos of their product in action. **TRANSFORMED their business** with strategic hiring of customer service and store manager and implemented their backend sales funnel with email marketing campaigns, retargeting customers and people who visited their website and added additional products to upsell and cross sell.

The Results: **Skyrocketed their sales to over \$10k a DAY within 4 months!**

Expansion to Europe and Australia/New Zealand and company was acquired by a large venture firm.

Similar challenge as our other clients: Keeping up with inventory and fulfillment!

Which are great problems to have :)

## Let Our Agency Get You FANTASTIC Return On Your Ad Spend Like You See Below:

Amount Spent	Website Purchase ROAS (Return on Ad Spend)	Website Purchases Conversion Value	Budget	CPC (Cost per Link Click)
\$832.29	5.47	\$4,555.76	\$45.00 Daily	\$0.59
\$656.88	6.93	\$4,551.98	\$5.00 Daily	\$1.17
\$50.48	9.02	\$455.44	\$5.00 Daily	\$1.26
\$65.68	5.28	\$346.71	\$5.00 Daily	\$1.43
\$65.72	2.14	\$140.71	\$7.50 Daily	\$1.78
\$54.93	1.53	\$83.81	\$5.00 Daily	\$1.83
\$42.85	1.95	\$83.72	\$7.50 Daily	\$1.48
\$37.07	1.24	\$45.80	\$5.00 Daily	\$2.47
<b>\$1,870.96</b> Total Spent	<b>5.49</b> Average	<b>\$10,263.93</b> Total		<b>\$0.84</b> Per Action

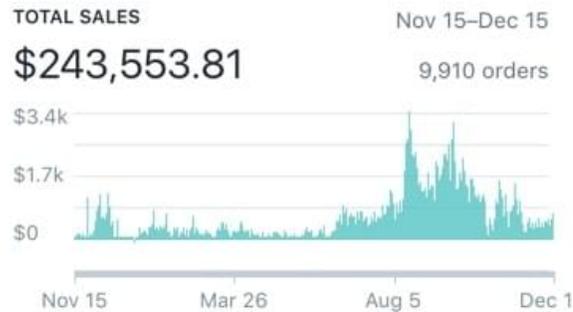
HUGE  
RETURN  
ON AD  
SPEND!

\$1,870.96  
Total Spent



\$10,263.93  
Total

## Case Study 3: Yoga/Fashion Brand Gets MASSIVE Results!



TOTAL SALES BREAKDOWN		Nov 15–Dec 15
Orders		\$244,962.70
Returns		-\$1,408.89
Total sales		\$243,553.81

VISITS		Nov 15–Dec 15
		253,750
		237,175 visitors

This Shopify Store went from **Zero to \$243,553.81 in sales FAST** using our methodologies.

We designed customized marketing campaigns specifically for this eCommerce business, and then implemented it.

We helped zero in on their target market, spy on their competitors, and crafted a better sales process that brought results. Specifically we turned their existing ad spend data into gold by laser targeting in on the age groups and countries that were actually buying. Then we performed rapid fire testing of different ad creatives such as video vs photos and scaled the winners.

The biggest challenge after increasing their sales was with inventory and fulfillment! Which are great problems to have :)