

Used case 1



Customer requirements

Double the revenue on the same ROAS (Return on ad spend) or higher for a quit smoking campaign.



Current condition

1. There was less cold traffic on the website
2. Retargeting the warm audience was totally missing.



Digileap Solutions

1. Run ads internationally, Use different creatives for different
2. levels.
Use Ad Set Budget Optimizations and Campaign Budget Optimization
3. For a lookalike audience in cold traffic, the FB algorithm worked better
4. Use similar keywords for the interest-based audience.
5. Organize a retargeting campaign for the warm audience



Outcome

1. Amount spend on ads: **\$117,589.13**
2. Revenue: **\$392,494.78**
3. ROAS: **3.34**

Ad Set Name	Purchases	Purchases Conversion Value	Purchases ROA (Retur)	Amount Spent
US - Prospecting Cold Audience CBO	2,181	\$135,838.47	3.33	\$40,781.84
US - Retargeting Cold Audience CBO	227	\$9,371.66	2.82	\$3,321.16
US - Retargeting Warm Audience CBO	18	\$930.24	3.58	\$259.93
US - Retargeting Warm Audience CBO	10	\$673.21	5.62	\$119.74
US - Retargeting Warm Audience CBO	3,569	\$213,882.34	3.44	\$62,159.51
US - Retargeting Warm Audience CBO	38	\$2,315.46	1.54	\$1,503.25
US - Retargeting Warm Audience CBO	141	\$8,575.89	7.15	\$1,200.07
US - Retargeting Warm Audience CBO	---	\$0.00	---	\$0.00
US - Retargeting Warm Audience CBO	---	\$0.00	---	\$0.00
Total	6,669	\$392,494.78	3.34	\$117,589.13

Customer Vertical

Cigarette brand

