



Meta Ads

CASE STUDIES

Creative Art

OVERVIEW

- **Ecommerce Home Decor Store**
- **Clothing Store**
- **Dental products Store**
- **Online Grocery Store**
- **Healthcare brand**
- **Apparel brand**

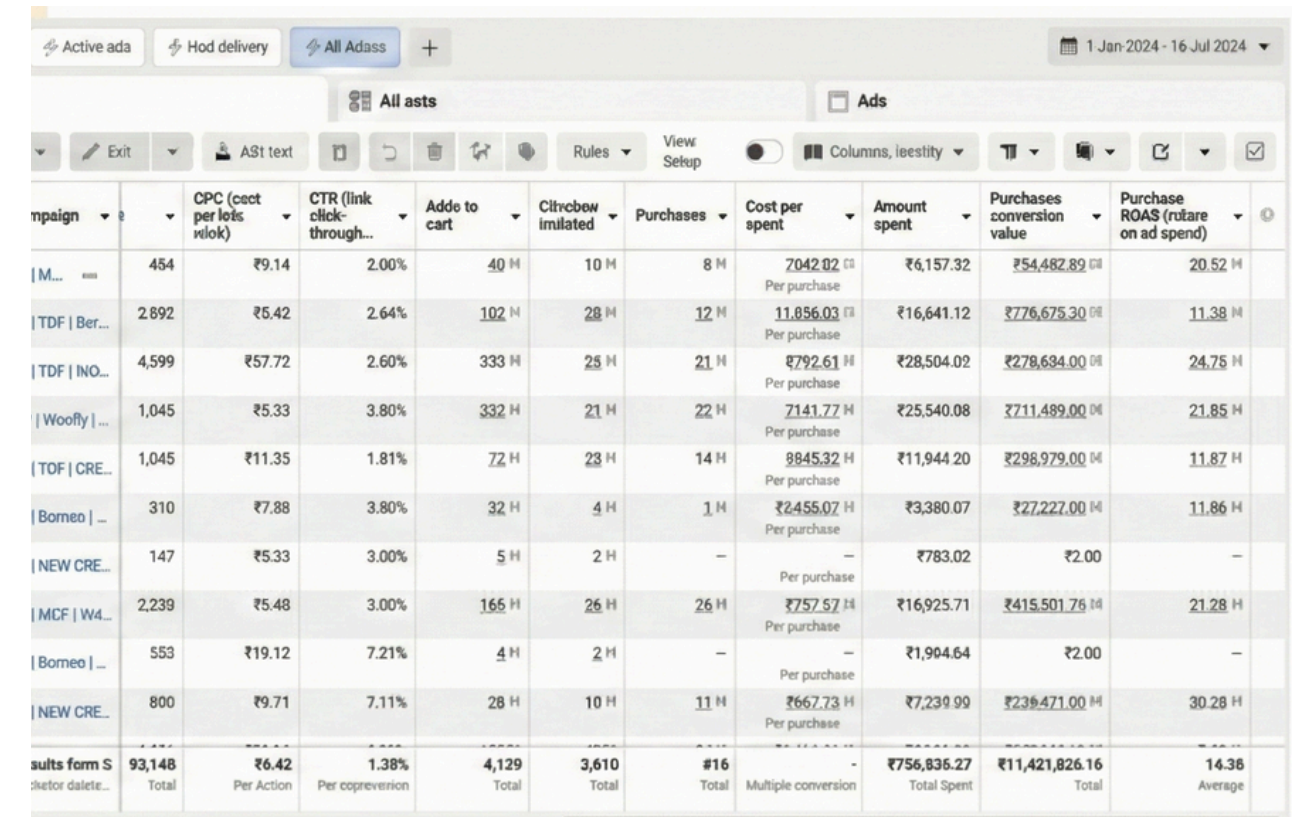
CASE STUDY

ECOMMERCE HOME DECOR STORE

Objective: Increase online sales and brand visibility for a home decor store.

Approach:

- Created visually appealing Facebook and Instagram ads to showcase the product range.
- Followed funnels and created strategy accordingly.
- Implemented retargeting campaigns to recapture interested visitors.



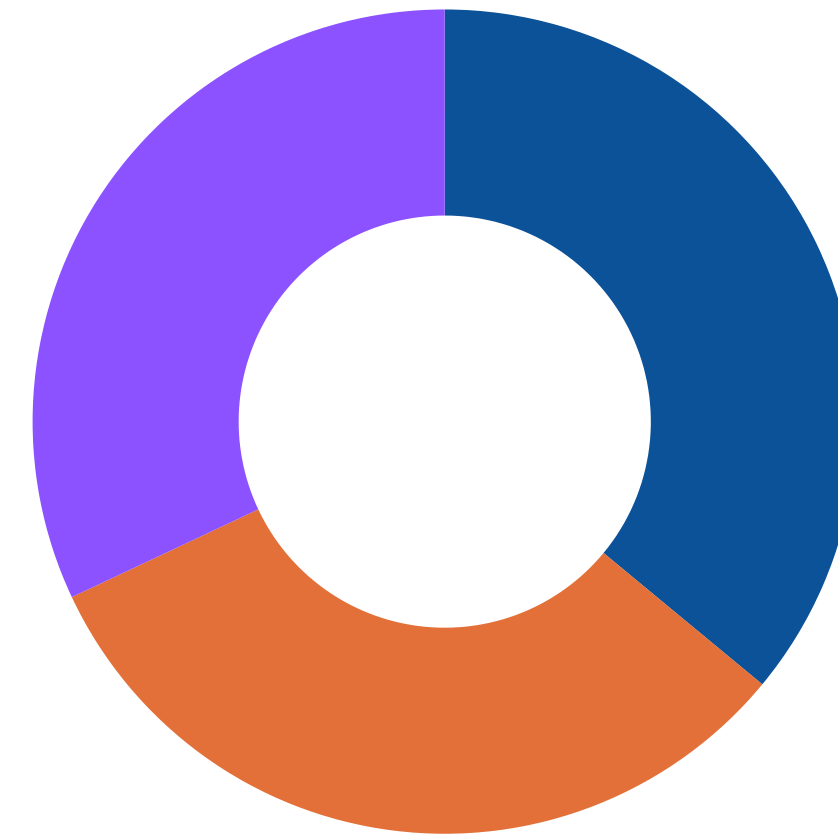
1 Jan-2024 - 16 Jul 2024										
All ads										
mpaign	CPC (cost per lead)	CTR (link click-through)	Add to cart	Conversion	Purchases	Cost per	Amount spent	Purchases conversion value	Purchase ROAS (return on ad spend)	
M...	454	₹9.14	2.00%	40 H	10 H	8 H	7042.02	₹6,157.32	₹54,482.89	20.52 H
TDF Ber...	2,892	₹5.42	2.64%	102 H	28 H	12 H	11,056.03	₹16,641.12	₹776,675.30	11.38 H
TDF INO...	4,599	₹57.72	2.60%	333 H	25 H	21 H	₹792.61	₹28,504.02	₹278,694.00	24.75 H
Woolly ...	1,045	₹5.33	3.80%	332 H	21 H	22 H	7141.77	₹25,540.08	₹711,489.00	21.85 H
TDF CRE...	1,045	₹11.35	1.81%	72 H	23 H	14 H	9845.32	₹11,944.20	₹298,979.00	11.87 H
Borneo ...	310	₹7.88	3.80%	32 H	4 H	1 H	₹2455.07	₹3,380.07	₹27,227.00	11.86 H
NEW CRE...	147	₹5.33	3.00%	5 H	2 H	—	—	₹783.02	₹2.00	—
MCF W4...	2,239	₹5.48	3.00%	166 H	26 H	26 H	₹757.57	₹16,925.71	₹415,501.76	21.28 H
Borneo ...	553	₹19.12	7.21%	4 H	2 H	—	—	₹1,904.64	₹2.00	—
NEW CRE...	800	₹9.71	7.11%	28 H	10 H	11 H	₹667.73	₹7,239.99	₹236,471.00	30.28 H
ults form S	93,148	₹6.42	1.38%	4,129	3,610	#16	₹756,836.27	₹11,421,826.16	14.36	
sketcher datele...	Total	Per Action	Per conversion	Total	Total	Total	Total Spent	Total	Average	

RESULTS:

75% increase in website traffic.

58% rise in conversion rates.

63% growth in monthly sales revenue compared to the previous quarter.



Key Takeaways: **Creative Art** multi-platform advertising strategy significantly boosted brand visibility and drove substantial sales growth for the home decor store.

CASE STUDY

CLOTHING STORE

Objective: Enhance brand visibility and increase repeat purchases for a women's clothing retailer.

Approach:

- Developed brand-focused Facebook Ads to strengthen brand identity.
- Ran retargeting ads to past customers with personalized product recommendations.
- Utilized seasonal promotions to drive engagement and repeat purchases.
- Engaged lookalike audiences to attract new, relevant customers.

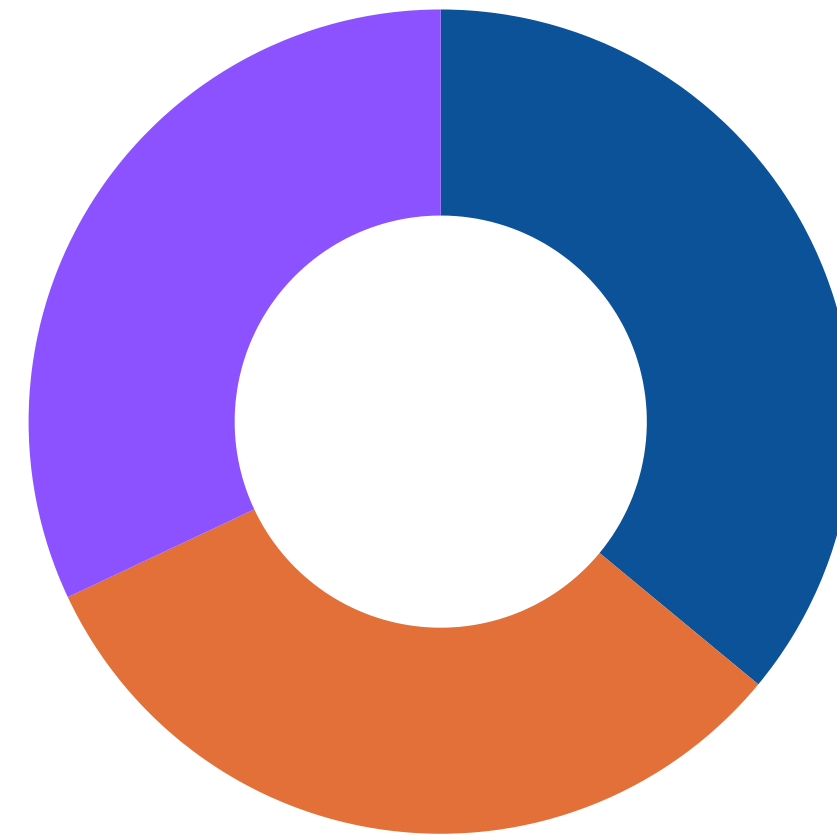
Cost per result	Website purchases	Amount spent	Purchases conversion value	Website purchase ROAS (return on ad spend)
\$2.44 [2] Per Purchase	48 [2]	\$117.31	\$11,912.00 [2]	101.54 [2]
\$3.03 [2] Per Purchase	1 [2]	\$3.03	\$119.00 [2]	39.27 [2]
\$4.91 [2] Per Purchase	2 [2]	\$9.81	\$328.00 [2]	33.44 [2]
\$16.17 [2] Per Purchase	7 [2]	\$113.18	\$741.46 [2]	6.55 [2]
\$23.85 [2] Per Purchase	2 [2]	\$47.69	\$182.00 [2]	3.82 [2]
\$19.20 [2] Per Purchase	8 [2]	\$153.59	\$529.80 [2]	3.45 [2]
— Multiple conversions	92 [2] Total	\$1,713.53 Total Spent	\$14,859.74 [2] Total	8.67 [2] Average

RESULTS:

40% increase in repeat purchase rate.

30% growth in overall sales.

20% increase in ad reach among new customers.



Key Takeaways: **Creative Art's** focus on brand visibility and customer retention strategies led to significant growth in repeat purchases and overall sales.

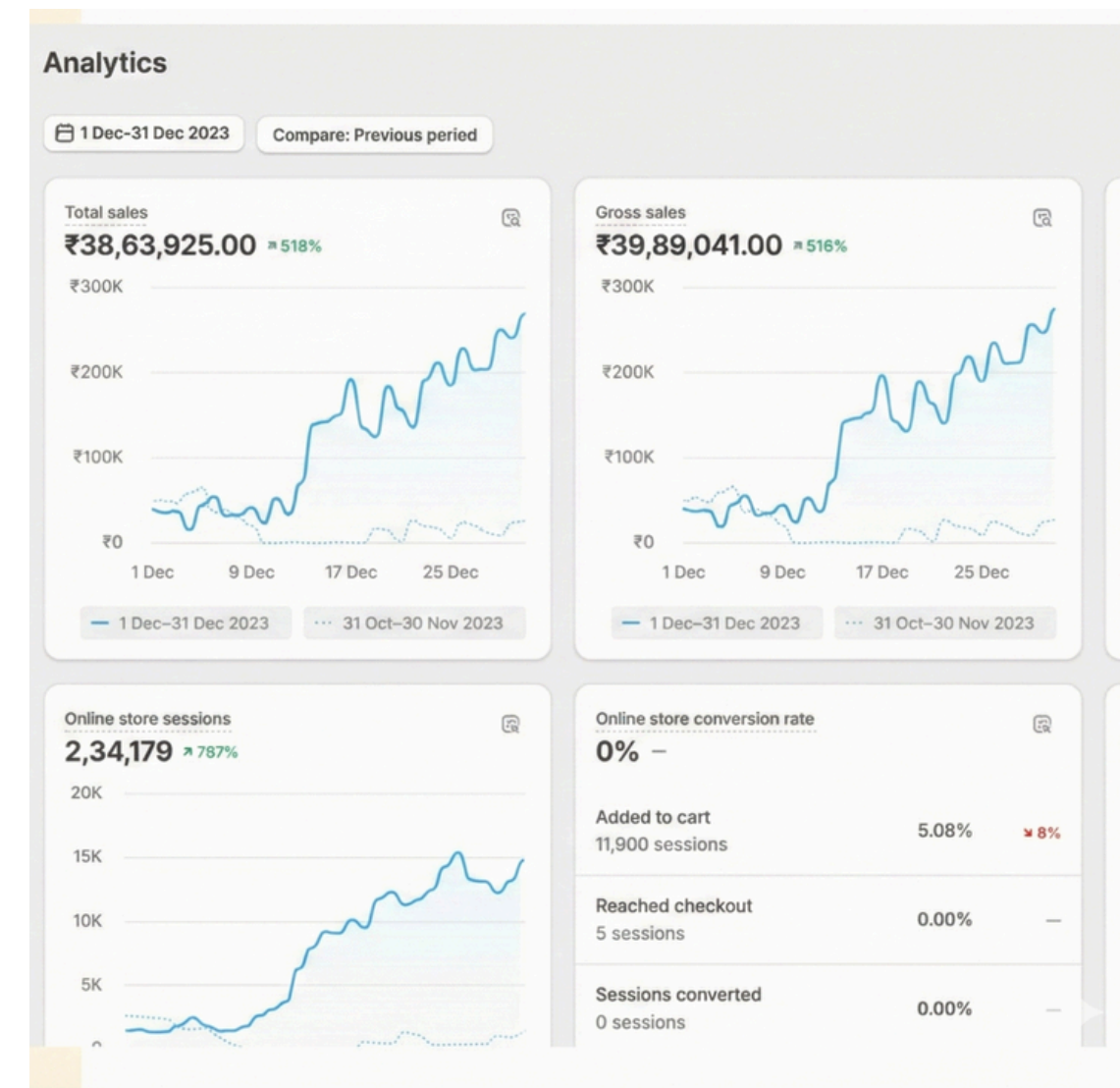
CASE STUDY

DENTAL PRODUCTS STORE

Objective: Increase brand awareness and drive sales for dental electronic products.

Approach:

- Targeted social media ads showcasing product range.
- Followed funnels and created strategy accordingly.
- Retargeting strategies and upsell & cross-sell ads.

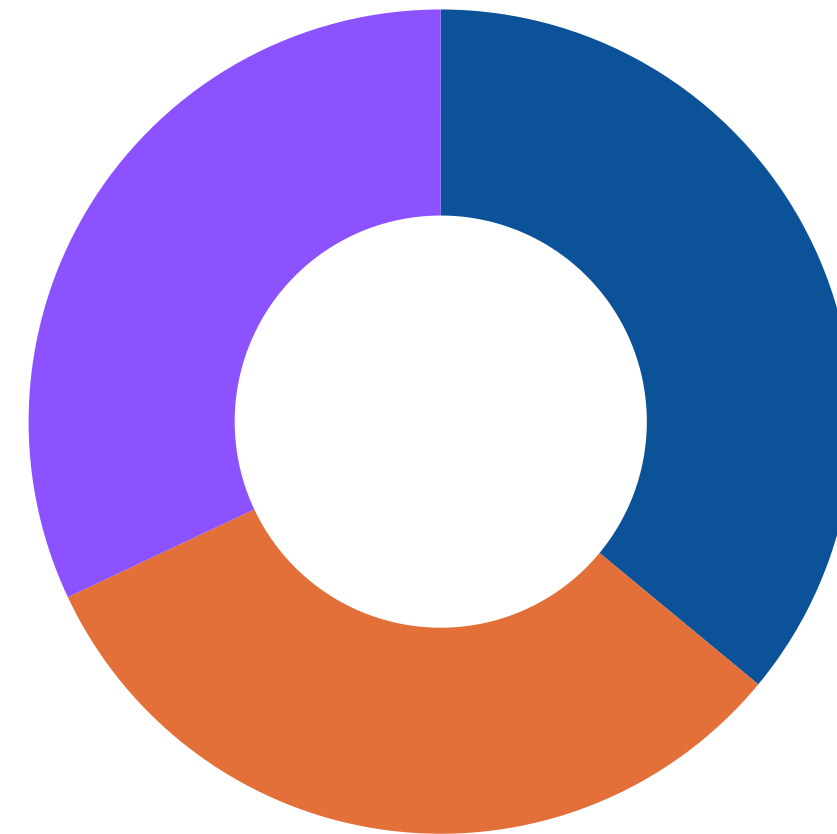


RESULTS:

60% increase in brand engagement.

45% rise in website traffic.

361% growth in online sales revenue compare to previous months.



Key Takeaways: **Creative Art's** strategies led to significant brand visibility, website traffic, and sales for this brand.

CASE STUDY

ONLINE GROCERY STORE

Objective: Drive sales growth and increase customer acquisition for a online grocery brand.

Approach:

- Launched Facebook Ads featuring limited-time offers and exclusive collections.
- Implemented carousel ads showcasing various outfits to appeal to different style preferences.
- Conducted A/B testing on ad creatives and copy to optimize performance.
- Focused on retargeting users who abandoned their shopping carts.

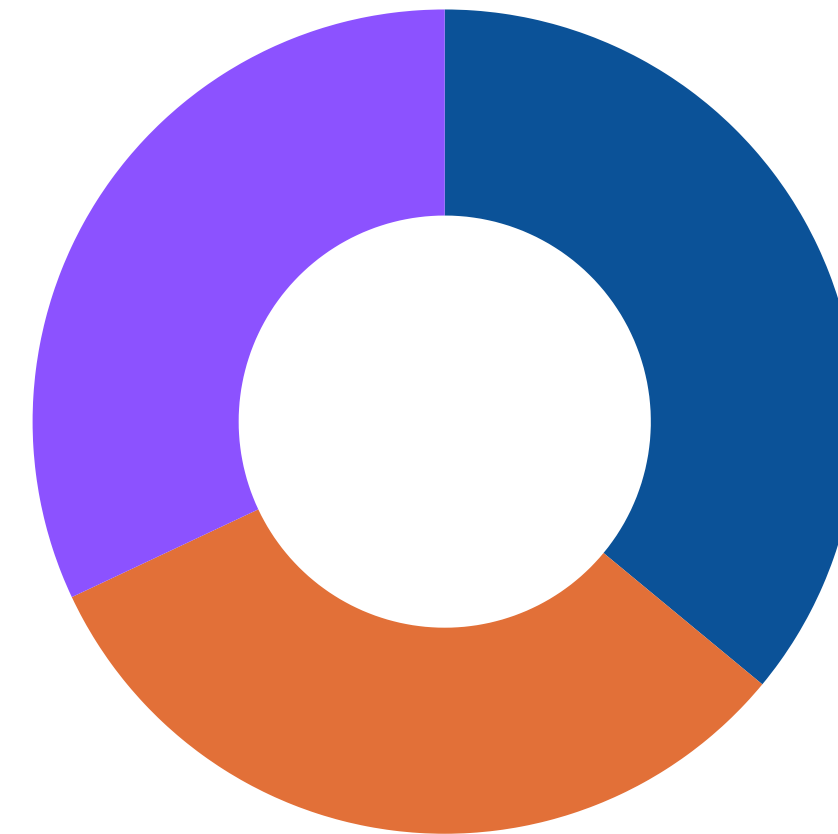
Ad sets							
Ads							
Cost per add to cart	Unique adds to cart	Checkouts initiated	Purchases	Amount spent	Purchases conversion value	Purchase ROAS (return on ad spend)	
\$0.31 [2]	—	63 [2]	7 [2]	\$279.21	\$594.60 [2]	2.13 [2]	
\$0.58 [2]	—	47 [2]	9 [2]	\$295.04	\$807.26 [2]	2.74 [2]	
\$8.10 [2]	—	3 [2]	4 [2]	\$186.24	\$284.73 [2]	1.53 [2]	
\$0.28 [2]	—	128 [2]	15 [2]	\$487.17	\$1,077.57 [2]	2.21 [2]	
\$0.35 [2]	—	137 [2]	16 [2]	\$416.35	\$1,303.60 [2]	3.13 [2]	
—	—	—	—	\$7.86	\$0.00	—	
\$4.03 [2]	—	2 [2]	—	\$56.42	\$0.00	—	
\$13.21 [2]	—	—	—	\$13.21	\$0.00	—	
\$0.77 [2]	—	65 [2]	10 [2]	\$426.12	\$738.94 [2]	1.73 [2]	
\$89.78 [2]	—	—	—	\$89.78	\$0.00	—	
\$0.35 [2]	—	13,695 [2]	1,457 [2]	\$50,254.32 [2]	\$128,833.38 [2]	2.56 [2]	
Per Action	Total	Total	Total	Total Spent	Total	Average	

RESULTS:

48% increase in sales conversions.

67% improvement in ad engagement rates.

31% reduction in cart abandonment rates.



Key Takeaways: **Creative Art's** targeted Facebook ad strategies significantly boosted conversions and reduced cart abandonment, driving strong sales growth.

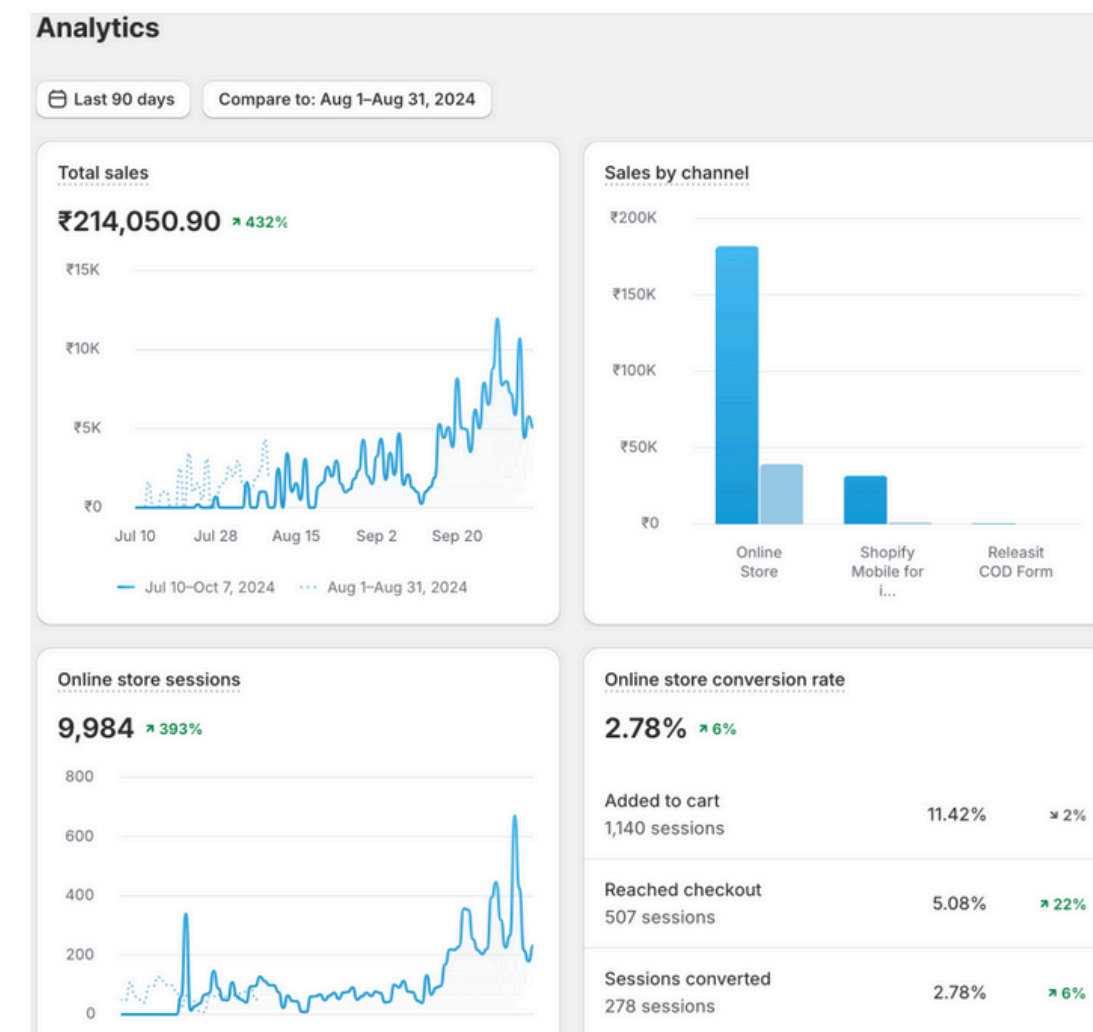
CASE STUDY

HEALTHCARE BRAND

Objective: Increase online sales

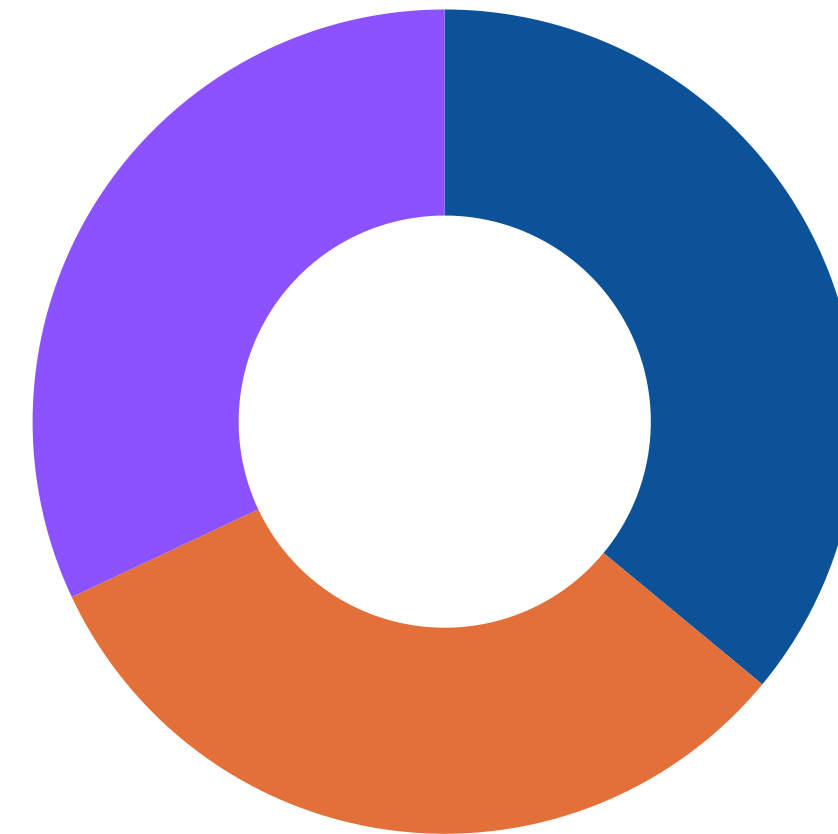
Approach:

- Launched a multi-channel Meta Ads campaign with remarketing and audience segmentation.
- Followed funnels and created strategy accordingly.
- Retargeting strategies and upsell & cross-sell ads.



RESULTS:

45% increase in conversions.
3x ROAS, 50% drop in cost-per-click



Key Takeaways: **Creative Art's** strategic implementation of multi-channel Meta Ads and remarketing funnels significantly lowered costs while driving substantial growth in conversions and online sales revenue.

CASE STUDY

APPAREL BRAND

Objective: Drive sales Apparel brand.

Approach:

- Followed funnels and created strategy accordingly.
- Developed targeted Facebook ad campaigns showcasing latest clothing collections and promotions.
- Implemented conversion tracking and optimization to maximize ROI and sales conversions.
- Utilized A/B testing for ad creatives, audiences, and offers to identify top-performing combinations.

Ads					
Rules	View Setup	Reports	Export		
Checkouts initiated	Amount spent	Purchases	Cost per purchase	Purchases conversion value	Purchase ROAS (return on ad spend)
561	₹72,769.55	290	₹250.77	₹680,890.00	9.36
80	₹17,460.44	38	₹528.41	₹71,781.30	4.12
171	₹28,601.96	75	₹381.02	₹180,311.60	6.31
214	₹24,355.49	92	₹272.33	₹184,804.20	8.01
263	₹33,366.56	92	₹362.00	₹171,819.30	8.15
54	₹8,824.72	41	₹233.94	₹67,714.40	6.89
74	₹14,582.98	30	₹486.10	₹53,873.15	3.69
2	₹1,379.01	—	—	₹0.00	—
3	₹765.91	1	₹766.91	₹1,049.00	1.37
79	₹13,507.25	30	₹450.24	₹58,901.50	4.26
33	₹7,402.22	21	₹352.53	₹6,352.30	3.21
1,552 Total	₹223,797.11 Total Spent	702 Total	₹318.80 Per Action	₹1,512,015.15 Total	6.76 Average

RESULTS:

Achieved a **6X return on ad spend (ROAS)**.
Increased website conversions by 58%.
Expanded customer base by 35% through
effective audience targeting and
engagement strategies.

Key Takeaways: **Creative Art's** strategic implementation of multi-channel Meta Ads and remarketing funnels significantly lowered costs while driving substantial growth in conversions and online sales revenue.

