

Facebook

B2B & E-Commerce

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Delivery	Results	Reach	Cost per Result	Amount Spent	Budget	Website Conversion Value	Offline Purchases Conversion	Conversion Value
● Active 1 Ad Set Accelerated	11,640 Link Clicks	150,349	\$0.96 Per Link C...	\$11,169.19	Using ad se...	\$148,394.03	\$36,885.29	\$185,279.32
● Active 1 Ad Set Accelerated	3,294 Link Clicks	18,821	\$1.48 Per Link C...	\$4,871.16	Using ad se...	\$93,019.27	\$41,317.51	\$134,336.78
● Active 4 Ad Sets Accelerated	5,696 Link Clicks	122,481	\$1.17 Per Link C...	\$6,651.57	Using ad se...	\$50,538.71	\$26,642.86	\$77,181.57
● Inactive	7,157 Link Clicks	69,447	\$0.66 Per Link C...	\$4,739.99	Using ad se...	\$44,200.46	\$2,547.29	\$46,747.75
● Active 4 Ad Sets Accelerated	6,234 Link Clicks	109,075	\$1.40 Per Link C...	\$8,703.60	Using ad se...	\$41,923.22	\$26,669.25	\$68,592.47
● Active 1 Ad Set Accelerated	6,877 Link Clicks	111,473	\$0.59 Per Link C...	\$4,035.93	Using ad se...	\$10,885.84	\$3,189.54	\$14,075.38
● Inactive	3,253 Link Clicks	8,785	\$1.33 Per Link C...	\$4,313.38	Using ad se...	\$9,694.31	\$423.70	\$10,118.01
● Inactive	343 Post Enga...	3,721	\$0.41 Per Post E...	\$139.14	Using ad se...	\$5,130.03	\$226.52	\$5,356.55
	—	653,615 People	—	\$50,800.64 Total Spent		\$418,573.... Total	\$138,972.25 Total	\$557,545.63 Total

ROI

Above shows a 4-month snap shot of campaigns I managed September 2017 to December 2017.

- Spend: \$50,800.64
- Offline Conversations: \$138,573.00
- Conversion Online: \$557,545.63

Facebook Implantation

I've been managing this account for over 5 years, so I have a lot of experience with their Audience. I used multiple ad formats to generate positive ROI.

1. Prospecting ads
2. Retargeting
3. Email
4. Dynamic
5. Cloning or Lookalike Audiences
6. Abandon Carts & Up sell
7. Video
8. Excluding Audiences