

# Digital Ads Case Study

## E-Commerce Site

### Scenario

A Canadian e-commerce specialized in women's clothing was interested in running ads to drive more traffic to their website and showcase their products to potential customers.

### Results

Our Digital Ads team built and managed a Facebook campaign with retargeting for 1 year. Facebook quickly became the main source of website traffic for this partner's client. We also created a Facebook funnel to retarget the people who completed an add-to-cart action and drive more purchases.

Monthly Budget

**\$600**

Add to Cart

**1,330**

ROAS

**2.62**

Website Conversion Value

**\$7,770**

Purchases

**185**

Average CPP

**\$16.05**

