

Facebook Ads Case Study

Company Profile

Ecommerce; Niche Consumer products

Business Situation

The company was looking to grow customers through email newsletter sign-ups.

Goal

Drive email sign-ups at a maximum cost-per-conversion of \$3.

Solution

With a very tight-knit consumer base, Vertical Measures performed extensive audience-based research for the client in order to reach only the most targeted potential customers. The campaigns included targeting by combinations of demographics, interests, and behavioral options and 8 unique ads for each combination. Ongoing audience targeting improvements and frequent ad copy optimization kept ads fresh and the cost-per-click manageable.

Results

In the 1st month, the campaigns generated 4,205 new email sign-ups at a cost-per-conversion of \$1.89, 37% below the \$3 target.

