

## Case

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Facebook product Ads  
for an online store of clothes, shoes and accessories





# Introductory information about the project:

## Clothes, shoes and accessories

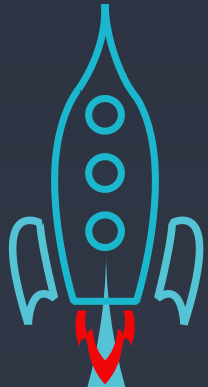
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- Direction: Online store clothes, shoes and accessories
- Period: 1 month
- Budget: \$975/month
- Purpose: Transactions
- Total sales for the period: 176





## What was done first:



1

Formation of a feed with product data in automatic mode

2

Feed update in Facebook Business Manager (daily update)

3

Implementation of smart campaigns using AI

4

Setting up dynamic remarketing

5

Creating and using look-a-like audiences

6

Installing and setting up Facebook Pixel, as well as setting up conversions

7

Further optimization of advertising campaigns for the required ROAS indicators



# Work results

Кампании		Группы объявлений		Объявления				
<a href="#">+ Создать</a>	<a href="#">Дублировать</a>	<a href="#">Редактировать</a>	<a href="#">A/B-тестирование</a>	<a href="#">Правила</a>	<a href="#">Посмотреть настройки</a>	<a href="#">Отчеты</a>		
<input type="checkbox"/>	Название кампании	Стратегия ставок	Бюджет	Результат	Охват	Показы	Цена за результат	Сумма затрат
<input type="checkbox"/>	<a href="#">Первичный трафик   Каталог   Конверсии</a>	Минимальная цена	10,00 \$ Ежедневно	73 Покупки	97 869	271 702	4,92 \$ За покупку	359,29 \$
<input type="checkbox"/>	<a href="#">Динамический ремаркетинг   Конверсии</a>	Минимальная цена	23,00 \$ Ежедневно	103 Покупки	8 555	168 956	5,94 \$ За покупку	612,30 \$



# My experience and competencies

- Leading Partner status in Google Partners
- Experience in cooperating with campaigns-leaders in various segments
- Experience in managing budgets over \$200,000/month
- Certified Specialist
- 15 years' experience in internet marketing

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