

Case

Facebook product Ads
for an online store of goods for manicure masters





Introductory information about the project:

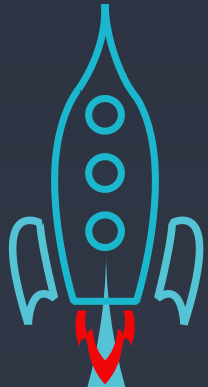
Goods for manicure masters

- Direction: Online store goods for the manicure master
- Period: 3 month
- Budget: \$1300/month
- Purpose: Transactions
- Total sales for the period: 3865





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

<input type="checkbox"/>	Вкл. / Выкл.	Название кампании	Результаты	Охват	Показы	Цена за результат	Сумма затрат
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Первичный трафик Конверсии В наличии	3 865 Покупки	331 904	2 667 592	1,07 \$ За покупку	4 117,80 \$



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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