



Case Study Results – Genus.gs – Launch of New Style of Gardening Trousers

Over 8x Return On Ad Spend

Facebook Ad Management

Client Industry:

Apparel - UK

Client Goals:

To run a successful Facebook ad strategy into the launch of her new style of high-performance gardening trousers in April 2021 with a quick turnaround.

The Strategy:

4 campaigns running 7 Apr – 22 Apr 2021 included (15 days)

On/Off	Ad set name	Cost per result	Amount spent	Adds to cart	Purchases ↓	Purchases Conversion Value	Purchase ROAS (return on ad spend)	CPM (1,000 impressions)
		£12.58	£228.99	55	15	£2,428.15	10.75	
		£10.60	£148.40	34	14	£1,721.50	11.00	
		£22.04	£110.22	23	5	£841.10	7.81	
		£3.03	£20.19	4	4	£343.00	35.89	
		£12.20	£39.06	10	3	£326.10	9.12	
		—	£8.16	—	—	£0.00	—	
		—	£4.21	1	—	£0.00	—	
		—	£11.07	2	—	£0.00	—	
		—	£32.00	10	—	£0.00	—	
Results from 12 ad sets		£15.51	£952.35	154	44	£3,870.00	8.80	

Results:

Ad spend: £682.35

Tot purchases from ads: 44


Total revenue from ads: £5,870.05

ROAS: 8.60

Two of the ads that generated the most purchases within the campaigns:

Genus Performance Gardenwear
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Love gardening but hate wet knees, damp bottoms and a cold back? [...see more](#)



GENUS.GS
Designed by gardeners for gardeners [LEARN MORE](#)

David Cole ... 32 comments · 3 shares

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Genus Performance Gardenwear
Sponsored · 🌐

Love gardening but hate ending up with holes in your trousers and having nowhere to put your tools and mobile phone while [...see more](#)



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