



## Case Study Results – Kowhai and Sage

Over 4x Return On Ad Spend

Facebook Ad Management

### **Client Industry:**

Crystals and Eco Home Deco

### **Client Goals:**

Our clients launched her e-commerce store at the end of September 2021. She had been doing a lot of organic marketing to promote her new business and wanted to partner with a Facebook ads expert to help her reach a broader audience in a quicker time.

She approached Arona Consulting at the end of November.

### **The Strategy:**

We thoroughly researched our client's market and product and analysed the data from her previous sales and current customers to determine which products to promote.

Our client wanted to start with a low budget, so we created 1 campaign with 2 ad sets, each ad set with 2 ads to test.

We launched our first successful campaign on 3 December 2021.

Results from 1 campaign, 3 Dec 2021 – 2 Jan 2022 (30 days)

3 Dec 2021-2 Jan 2022

Campaigns 1 selected Ad sets for 1 Campaign Ads for 1 Campaign

Columns: For Screenshot Breakdown Reports

Reach	Impressions	Amount spent	Website purchases	Website purchases conversion value	Website purchase ROAS (return on...)	Cost per result
11,582	18,415	\$214.59	10	\$626.25	2.92	\$21.46 Per Purchase
34,366	65,741	\$630.86	51	\$3,320.30	5.26	\$12.37 Per Purchase
<b>39,844</b> People	<b>84,156</b> Total	<b>\$845.45</b> Total Spent	<b>61</b> Total	<b>\$3,946.55</b> Total	<b>4.67</b> Average	<b>\$13.86</b> Per Purchase

## Results:

Ad spend: \$845.45

Tot purchases from ads: 61


Total revenue from ads: \$3,946.55

ROAS: 4.67

## The ad that generated the most purchases within the campaign:

**Kowhai and Sage**  
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Sagittarius Birthday Box - November 22 - December 21  
...see more



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👍❤️ Anthea Walford ... 6 comments 2 shares

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*“Thanks so much for all your work,  
it's clearly doing the trick!”  
– Jess, Owner Kowhai and Sage*



<https://kowhaiandsage.co.nz/>