



Executive Summary

Increased an FMCG (Fast Moving Consumer Goods) company's e-commerce revenue from \$200,000 a year to \$10,000,000 a year. Facebook ads were optimized and provided a 5x increase compared to the previous agency who was handling the account.

Problem

This Asian food company has been a fairly well-known brand in the industry with little online presence. The company was signed up with a marketing agency that did not know the market. The agency lacked the knowledge to scale businesses from 6 figures as well. Also, another problem was that the Asian food company did not have a solid e-commerce operation and marketing strategy for the e-commerce operation.

Solution

Analyze and setup all marketing platforms, created campaigns that aligned with company offers, execution of marketing campaigns.

Strategy

Google Ads, Display Ads, Facebook Ads, Affiliate Marketing, Influencer Marketing

More insights

The previous facebook ad agency was doing about \$93,000 in sales per month. We increased it to \$517,000 in 2 months. The ad spend was \$9,300 and the ROAS (return on ad spent) was 55.39x. The average industry standard ROAS is 3x - 4x, with good marketers able to achieve a ROAS of 5x.



you are seeing. Last month: Jun 1, 2019 – Jun 3
Note: Does not include today's data

5 selected Ad Sets for 5 Campaigns Ads for 5 Campaigns

Preview Rules View Setup Columns: Performance Breakdown Reports

▼ ▲	Reach	Impressions	Cost per Result	Amount Spent	Ends	Relevance Score	Link Clicks	Website Purchases	Website Purchases Conversion	Website Purchase ROAS (Return)
	111,424	146,711	\$6.09 Per Purchase	\$992.16	Ongoing	4	121	163	\$30,341.75	30.58
	10,504	65,717	\$2.62 Per Purchase	\$894.41	Ongoing	5	385	341	\$125,406.14	140.21
	10,272	66,699	\$1.47 Per Purchase	\$893.07	Ongoing	2	113	608	\$143,683.12	160.89
	11,088	132,620	\$12.75 Per Purchase	\$2,587.74	Ongoing	2	842	203	\$46,009.97	17.78
	11,644	185,190	\$6.52 Per Purchase	\$3,972.56	Ongoing	3	1,726	609	\$171,855.60	43.26
	133,216 People	596,937 Total	—	\$9,339.94 Total Spent			3,187 Total	1,924 Total	\$517,296.58 Total	55.39 Average

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—	\$9,339.94 Total Spent			3,187 Total	1,924 Total	\$517,296.58 Total	55.39 Average

Conclusion

The client was impressed by seeing the results. Furthermore, the client found out that scaling e-commerce must have a grand strategy with a solid team. With our years of e-commerce experience, we crafted and executed marketing campaigns that resonated with the target audience to increase sales by magnitudes.