

## **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.

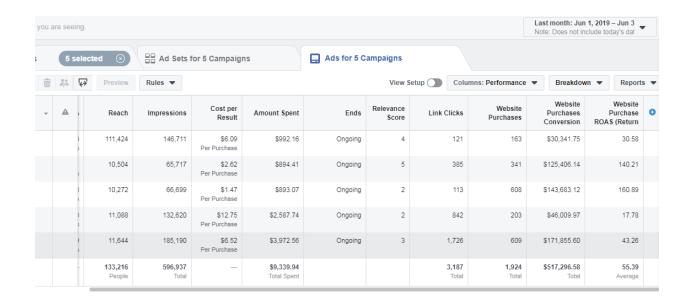
# Strategy

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.





er ult	Amount Spent	Ends	Relevance Score	Link Clicks	Website Purchases	Website Purchases Conversion	Website Purchase ROAS (Return
09 ise	\$992.16	Ongoing	4	121	163	\$30,341.75	30.58
62 ise	\$894.41	Ongoing	5	385	341	\$125,406.14	140.21
47 ise	\$893.07	Ongoing	2	113	608	\$143,683.12	160.89
75 ise	\$2,587.74	Ongoing	2	842	203	\$46,009.97	17.78
52 ise	\$3,972.56	Ongoing	3	1,726	609	\$171,855.60	43.26
	<b>\$9,339.94</b> Total Spent			<b>3,187</b> Total	<b>1,924</b> 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.