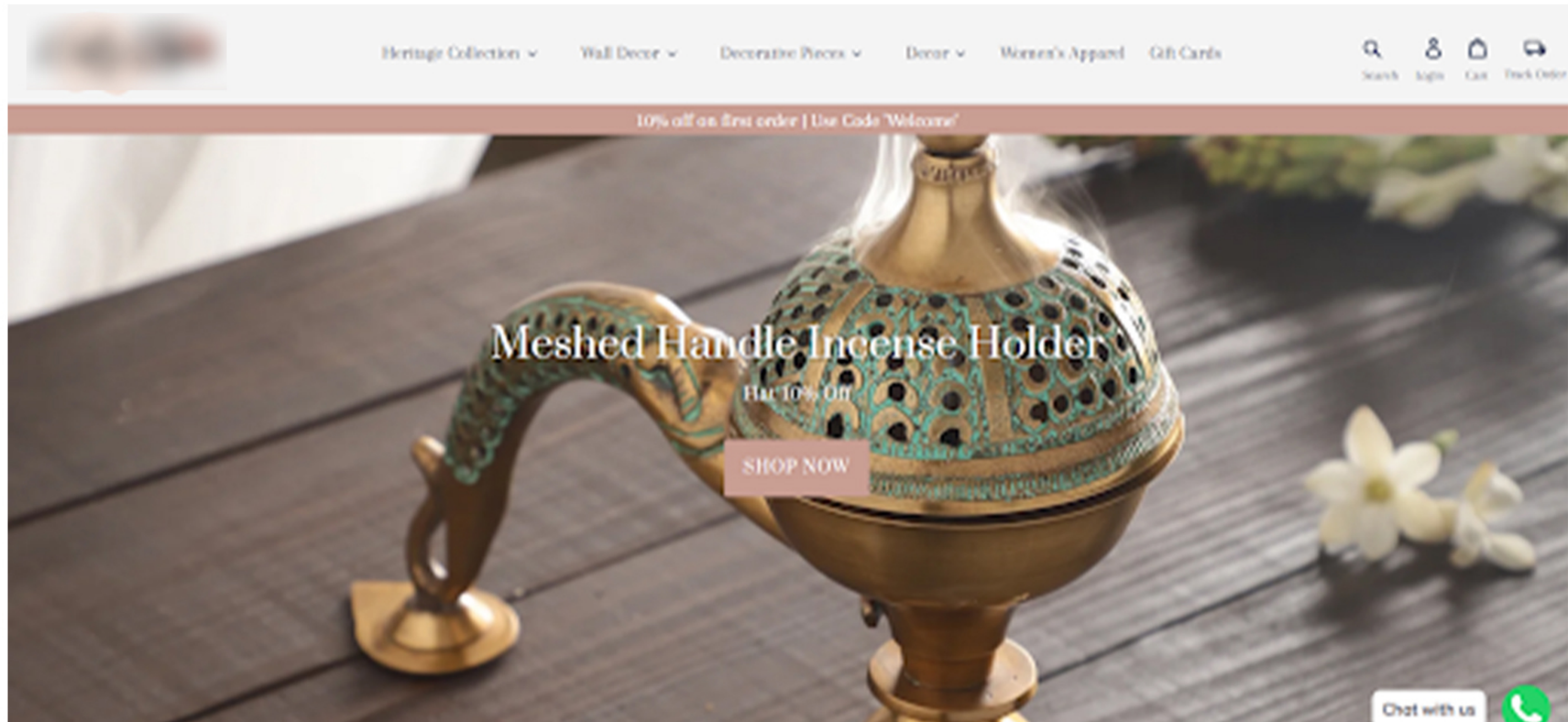


A Home decor & Lifestyle
Business Got a **578%**
Increase in Its Revenue with
Our Facebook Ads Strategy

BUSINESS OVERVIEW:

This is an online home decor and lifestyle store which deals in stylish home decor products which ranges from wall hangings to decorative pieces. We assisted them in achieving a remarkable **578%** revenue growth by implementing a customized Facebook ads campaign. Our team optimized ad placements and schedules while utilizing various ad formats to showcase the client's products and services. This growth allowed them to reinvest in their business and expand operations.



OBJECTIVE:

The objective of this business is to scale its operations and expand its customer base while maintaining its commitment to quality and customer satisfaction.

The business should focus on creating a user-friendly website, optimizing for search engines, and utilizing social media platforms to reach potential customers.



CHALLENGES:

The online home decor store faced several challenges that restrict its revenue growth, such as:

Audience targeting: Home and decor businesses need to target the right audience to achieve maximum returns on their Facebook ad investment. Identifying the target audience's demographics, interests, and behaviors can be challenging.

Cost of advertising: The cost of advertising on Facebook can be high, especially if the business targets a highly competitive market. This cost can impact the budget and the return on investment for the business.

Ad optimization: To scale the online business, it's essential to optimize Facebook ads to improve ad performance and conversion rates. This process can be complex, and the business may require the assistance of an experienced Facebook ads specialist.

Ad placement: Facebook offers various ad placement options, including news feed, stories, and marketplace. Determining the best placement for the ad can be challenging and requires careful analysis.

Ad copy and creative: Creating compelling ad copy and creative is crucial to the success of the Facebook ad campaign. Home and decor businesses need to produce high-quality content that resonates with their target audience to increase engagement and conversions.

Solutions:

The online home decor store partnered with our Facebook advertising team to create and run a Facebook ads campaign to overcome the challenges they faced. Our team developed a strategy that involved:

1. Identifying the target audience:

We used Facebook's audience insights tool to identify the target audience based on their demographics, interests, and behaviors. We also created custom audiences using the store's email list and website visitors.



2. Creating ad creatives:

The team has created visually appealing ad creatives featuring the store's best-selling products, highlighting the brand's unique selling proposition, and offering exclusive discounts and promotions to encourage customers to make a purchase.



3. Campaign optimization:

The team monitored the campaign's performance regularly and made necessary adjustments to ensure that the ads were targeting the right audience and delivering the desired results.

They also tested different ad formats, placements, and messaging to optimize the campaign's performance.



Results:

The Facebook ads campaign delivered outstanding results for this online home decor store. Within just two months, the store's revenue increased by a staggering **578%**, surpassing the client's expectations.

The following are some of the key metrics that highlight the campaign's success:

Reach: Our Facebook ads campaign reached over **1.03 Million** users in a time period of 2 months when our campaign was live. It means that 1.03M unique individuals saw our ad.

Impressions: The Facebook ads campaign got an impressive count of **2.7 Million** impressions. It means we have reached a vast audience and increased our brand visibility.

Revenue: The store's revenue reached over **Rs 1,480,894** on a spend of **Rs 255,839** in 2 months after the Facebook ads campaign's launch.

Return on Ad Spend (ROAS): The campaign generated an impressive **ROAS of 5.79**, meaning that for every Indian rupees spent on Facebook ads, the store generated Rs 5.8 in revenue.

Off / On	Ad Set	Reach	Impressions	Cost per result	Amount spent	Website purchases	Website purchase ROAS (return...	Purchases conversion value
<input type="checkbox"/>	Active arts)	27,183	49,816	£584.44 M Per Purchase	£12,857.76	22 M	5.82 M	£74,832.00 M
<input type="checkbox"/>	Beautiful)	23,229	48,912	£1,343.55 M Per Purchase	£5,374.65	4 M	2.99 M	£15,051.56 M
<input type="checkbox"/>	Decorating ideas)	54,433	87,526	£746.15 M Per Purchase	£5,223.85	2 M	11.38 M	£39,433.75 M
<input type="checkbox"/>	Home Decor Niche Audience	95,058	195,058	£533.22 M Per Purchase	£20,263.33	38 M	6.94 M	£143,558.05 M
<input type="checkbox"/>	Home Decor Niche Audience	150,128	274,845	£420.97 M Per Purchase	£33,677.58	80 M	9.79 M	£323,641.62 M
<input type="checkbox"/>	Home Decor Niche Audience	134,090	225,031	£809.50 M Per Purchase	£21,708.86	53 M	11.12 M	£242,641.04 M
<input type="checkbox"/>	Products + Wall Decor + Engage...	61,825	130,812	£1,580.55 M Per Purchase	£23,708.28	15 M	1.87 M	£44,435.00 M
<input type="checkbox"/>	Info Value Based	180,531	342,645	£0.24 M Per Landing Pa...	£4,286.22	—	—	£0.00
<input type="checkbox"/>	Info Value Based	195,382	350,397	£0.24 M Per Landing Pa...	£4,286.99	—	—	£0.00
<input type="checkbox"/>	Info Value Based	167,757	292,966	£0.25 M	£4,287.92	—	—	£0.00
Total ad sets		1,034,553 People	2,722,292 Total	— Multiple conversions	£255,829.38 Total Spent	380 M Total	5.79 M Average	£1,480,894.75 Total

CONCLUSION:

In conclusion, the home and decor business mentioned in the case study has successfully scaled its online business using Facebook ads. The use of Facebook ads has helped the business achieve a 578% increase in revenue, indicating the effectiveness of this marketing strategy. However, scaling an online business using Facebook ads can be challenging, and businesses need to develop effective strategies to overcome these challenges.

Businesses need to create compelling ad creative and copy, identify the right target audience, test different ad placements, optimize ad performance, carefully manage the ad budget, and collaborate with Facebook ads specialists.

