

Facebook Ads

PORTFOLIO

Always Delivering Outstanding Results



info@roiminds.com

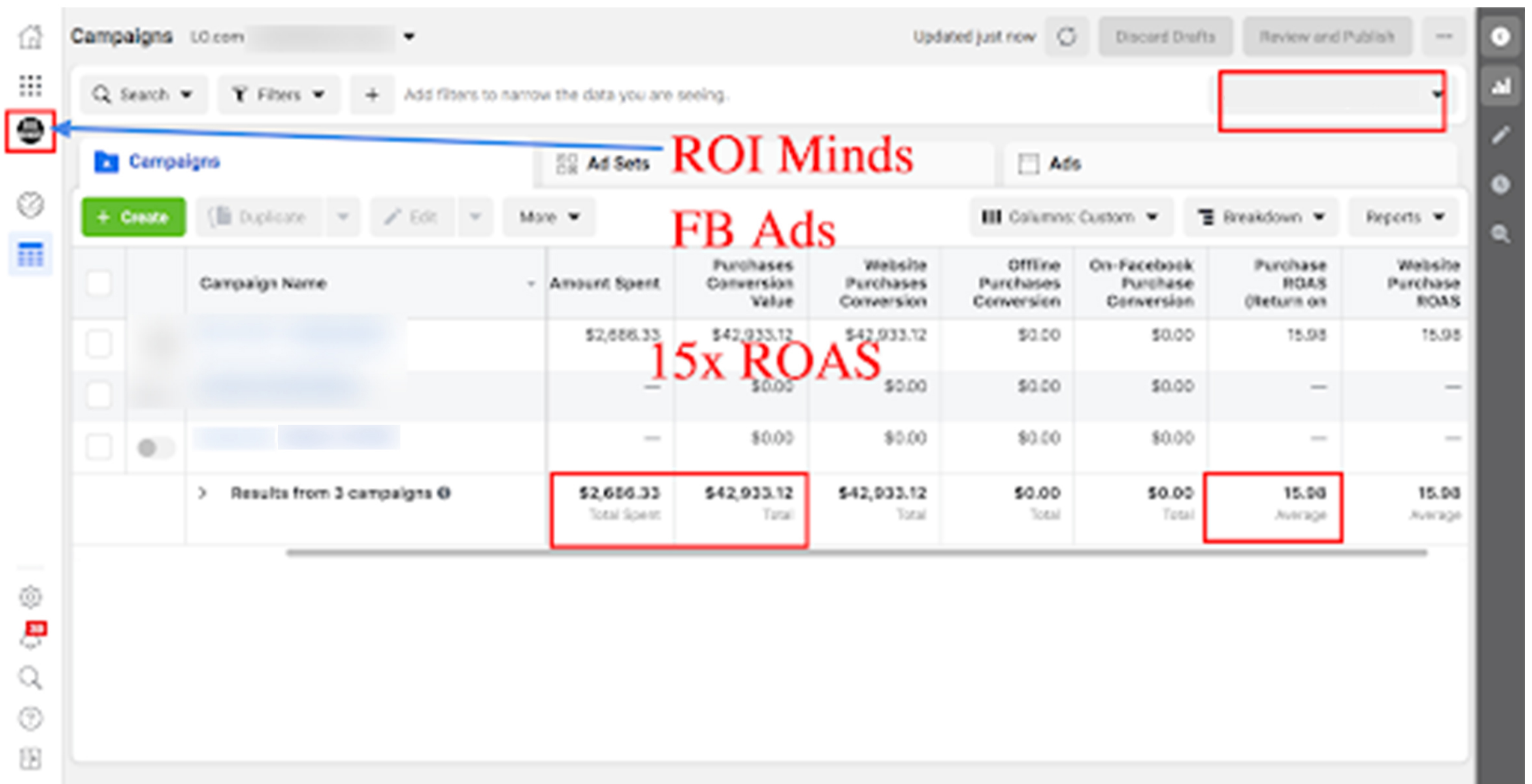


+91 9992819636



ROI MINDS

Activewear / Sportswear Store



	Campaign Name	Amount Spent	Purchases Conversion Value	Website Purchases Conversion	Offline Purchases Conversion	On-Facebook Purchase Conversion	Purchase ROAS (Return on)	Website Purchase ROAS
		\$2,686.33	\$42,933.12	\$42,933.12	\$0.00	\$0.00	15.00	15.00
		—	\$0.00	\$0.00	\$0.00	\$0.00	—	—
		—	\$0.00	\$0.00	\$0.00	\$0.00	—	—
	> Results from 3 campaigns	\$2,686.33 Total Spent	\$42,933.12 Total	\$42,933.12 Total	\$0.00 Total	\$0.00 Total	15.00 Average	15.00 Average

This is an America-based sports gear and apparel store. Their products have high competition and demand. The client wanted to scale up their sales, and with the efforts of our Facebook Ads experts, we were able to hike up the client's ROAS to **15X** & the conversion value of **\$43,000**.

Location: **United States**

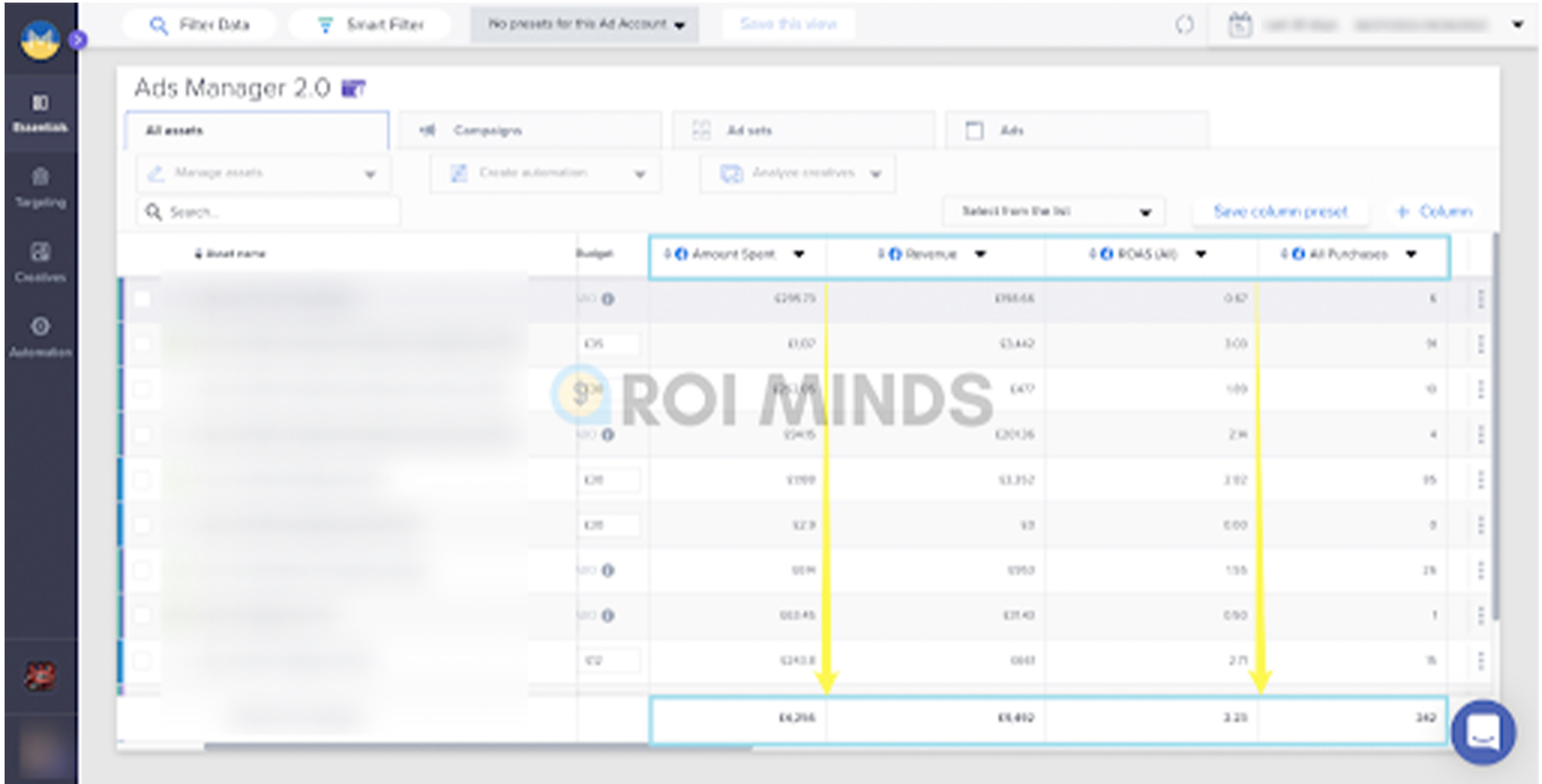
Business Type: **eCommerce Store**

Duration: **3 Months**

Performance Overview:

- Total Budget Spent: \$3000
- Results: Generated \$43,000 in Revenue
- ROAS: 15X

Theme-Based T-Shirt & Apparel Store



Budget	Amount Spent	Revenue	ROAS (AO)	All Purchases
€100	€296.79	€766.66	2.58	6
€35	€1.07	€3.442	3.20	14
€35	€251.65	€470	1.87	10
€100	€294.05	€200.36	0.68	4
€28	€1089	€3,352	3.08	95
€28	€2.9	€3	1.03	0
€100	€914	€950	1.04	28
€100	€63.45	€31.40	0.50	1
€12	€243.8	€661	2.71	16
	€4,296	€9,512	2.23	242

The theme-based apparel brand from Europe has been at its best since the beginning. We started the campaigns for this client from scratch with a monthly average ad budget of **€5,000/** per month. The performance and conversion value for this business obviously improved a lot with us.

Location: **Europe**

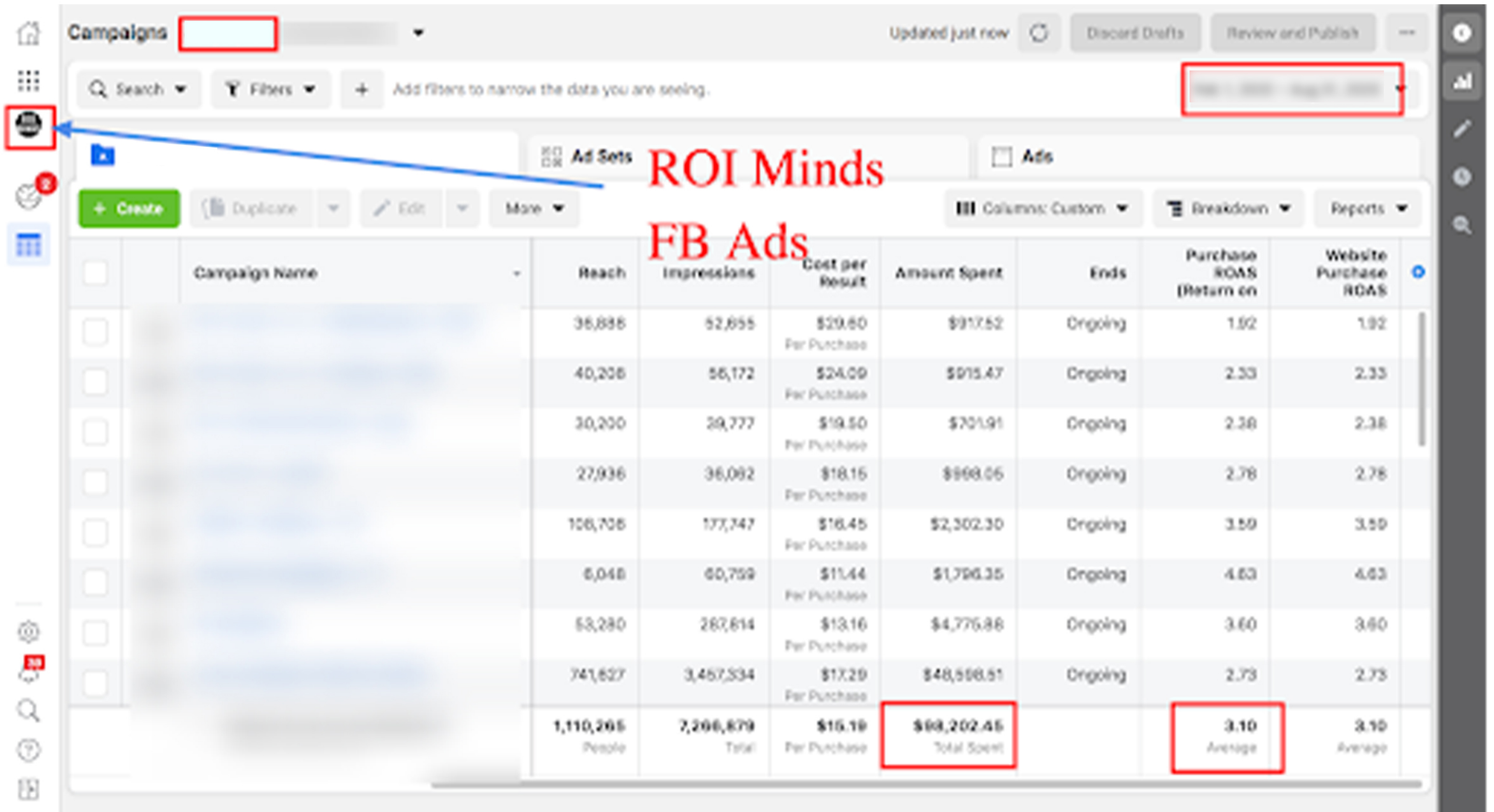
Business Type: **eCommerce Store**

Duration: **30 Days**

Performance Overview:

- Total Budget Spent: **€4.3K/month**
- Conversion Value: **€9.5K**
- ROAS: **2.23X**

Online Cosmetic Store



The image shows a screenshot of the Facebook Ads Manager interface. A red box highlights the 'Campaigns' tab in the top left. Another red box highlights the date range 'All time' in the top right. A blue arrow points from the 'Campaigns' tab to the 'Ad Sets' tab. The 'Ad Sets' tab is selected, showing a list of ad sets for the campaign 'ROI Minds FB Ads'. The table below shows the performance metrics for each ad set and the overall campaign performance.

	Campaign Name	Reach	Impressions	Cost per Result	Amount Spent	Ends	Purchase ROAS (Return on)	Website Purchase ROAS
		36,888	52,855	\$29.60 Per Purchase	\$917.52	Ongoing	1.92	1.92
		40,208	56,172	\$24.09 Per Purchase	\$915.47	Ongoing	2.33	2.33
		30,200	29,777	\$19.50 Per Purchase	\$701.91	Ongoing	2.38	2.38
		27,936	36,092	\$18.15 Per Purchase	\$968.66	Ongoing	2.78	2.78
		106,708	177,747	\$16.45 Per Purchase	\$2,302.30	Ongoing	3.59	3.59
		6,048	60,759	\$11.44 Per Purchase	\$1,796.35	Ongoing	4.63	4.63
		63,280	267,614	\$13.16 Per Purchase	\$4,776.88	Ongoing	3.60	3.60
		741,627	3,457,534	\$17.29 Per Purchase	\$48,558.51	Ongoing	2.73	2.73
		1,110,265 People	7,266,879 Total	\$16.19 Per Purchase	\$68,202.45 Total Spent		3.10 Average	3.10 Average

This is a leading cosmetic business experiencing a surge in profits thanks to our Facebook Ads services. By targeting their ideal audience with customized ads, we helped increase brand awareness, drive website traffic, and boost sales. We were given a budget of **\$100K**, for which we have given the brand a whopping **3x ROAS**.

Location: **United States**

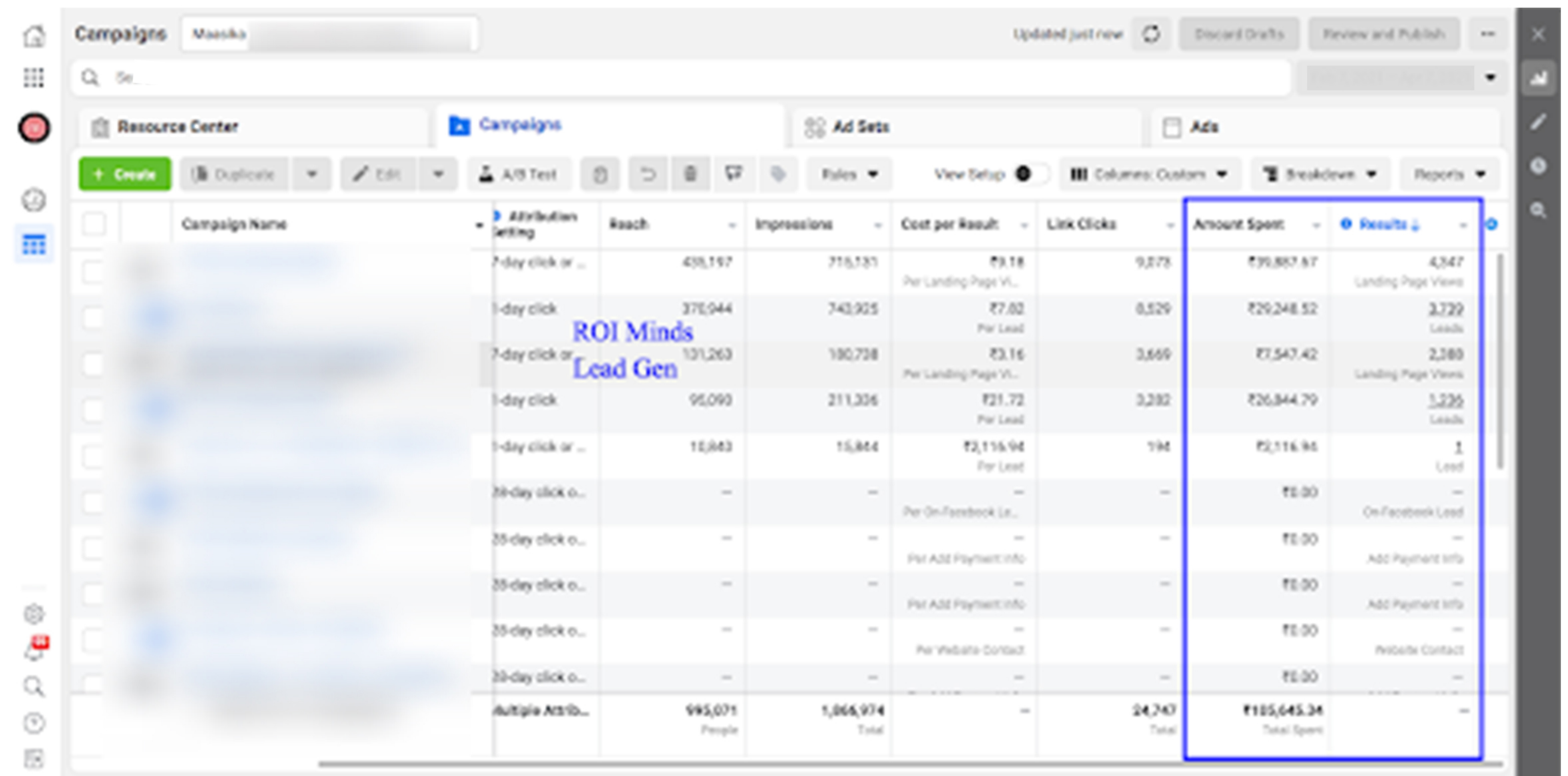
Business Type: **Cosmetic Niche**

Duration: **3 Months**

Performance Overview:

- Budget: \$100K
- Conversion Value: \$300k
- ROAS: 3X

Indian Women Health Consultants



The screenshot shows the Facebook Ads Manager interface for a campaign named 'Maasko'. The table displays performance metrics for various ad sets. A blue box highlights the 'Amount Spent' and 'Results' columns. The 'Results' column shows 'Landing Page Views' and 'Leads'.

Campaign Name	Attribution Setting	Reach	Impressions	Cost per Result	Link Clicks	Amount Spent	Results
7-day click or ...		408,197	715,731	₹9.18 Per Landing Page VL...	9,273	₹39,857.57	4,347 Landing Page Views
1-day click		375,944	743,925	₹7.02 Per Lead	8,529	₹29,248.52	3,722 Leads
7-day click or ...		131,263	180,738	₹3.16 Per Landing Page VL...	3,669	₹7,547.42	2,389 Landing Page Views
1-day click		95,090	211,336	₹21.72 Per Lead	3,282	₹26,844.79	1,235 Leads
1-day click or ...		15,843	15,844	₹2,115.94 Per Lead	194	₹2,116.94	1 Lead
28-day click o...		--	--	-- Per On-Facebook Le...	--	₹0.00	-- On-Facebook Lead
28-day click o...		--	--	-- Per Ad Payment info	--	₹0.00	-- Ad Payment Info
28-day click o...		--	--	-- Per Ad Payment info	--	₹0.00	-- Ad Payment Info
28-day click o...		--	--	-- Per Ad Payment info	--	₹0.00	-- Ad Payment Info
28-day click o...		--	--	-- Per Website Conve...	--	₹0.00	-- Website Contact
28-day click o...		--	--	--	--	₹0.00	--
Multiple Attrib...		995,071 People	1,865,974 Total	--	24,743 Total	₹185,645.34 Total Spent	--

This is a woman healthcare consultant brand that has a specific audience. We helped them to get to their desired audience with our professional help and successful Facebook health campaign, and we helped them to gain an online presence and over **6,000 leads** for their business.

Location: **India**

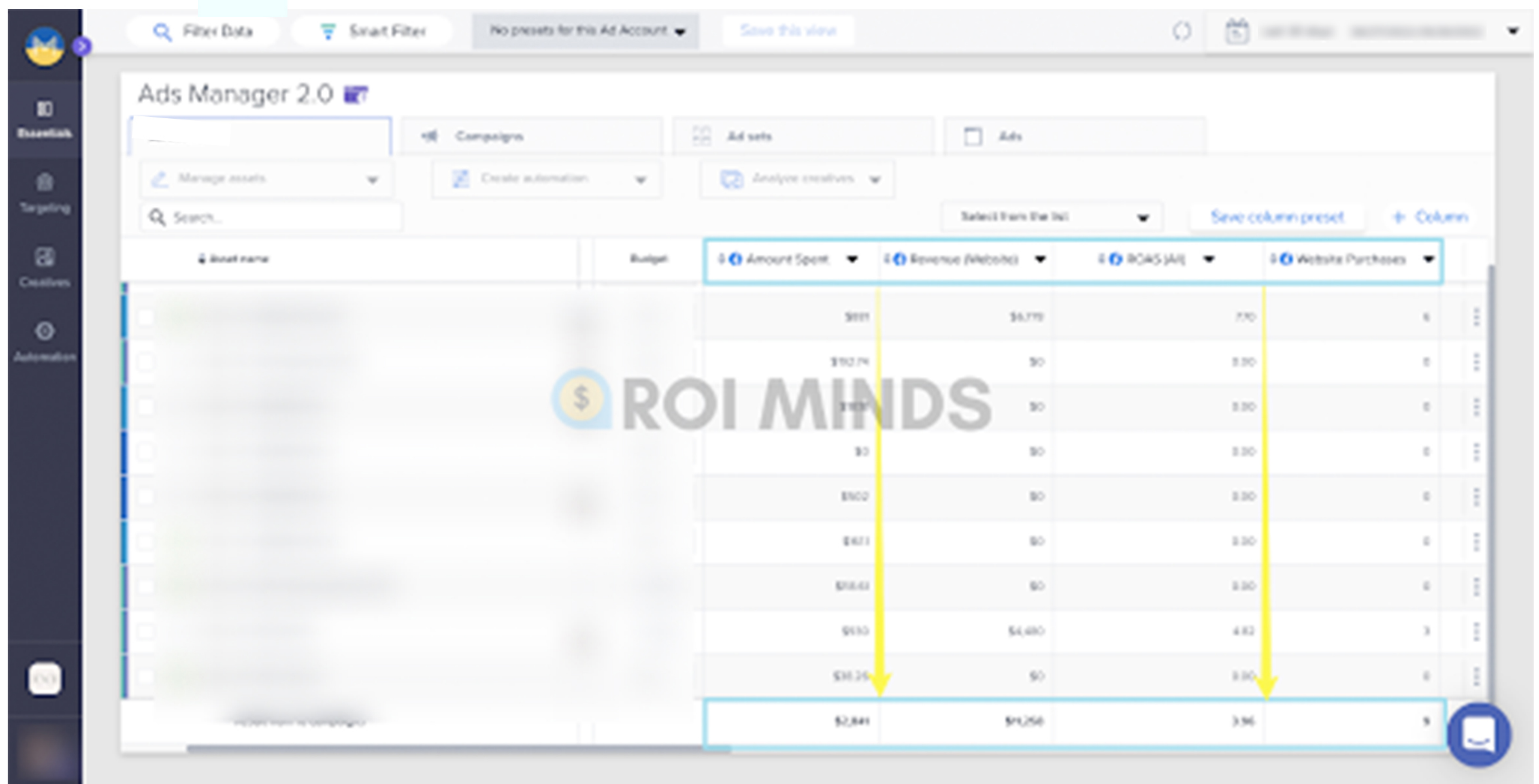
Business Type: **Healthcare Niche**

Duration: **60 Days**

Performance Overview:

- Budget: INR 50,000/month
- Result: 6,000+ Leads

Online Jewelry Store



Ad name	Budget	Amount Spent	Revenue (Website)	ROAS (All)	Website Purchases
		\$0.01	\$0.79	7.90	1
		\$102.74	\$0	0.00	0
		\$100	\$0	0.00	0
		\$0	\$0	0.00	0
		\$102	\$0	0.00	0
		\$671	\$0	0.00	0
		\$18.63	\$0	0.00	0
		\$130	\$4,480	4.82	3
		\$16.25	\$0	0.00	0
		\$2,841	\$1,256	3.96	9

This business is a dedicated online jewelry store. We have collaborated to increase their ROAS by **4x**, and we have provided them value for the money they have spent on their marketing and to increase their online reach and presence. Our professional team and campaign success rate for Facebook made their business presence even better.

Location: **United States**

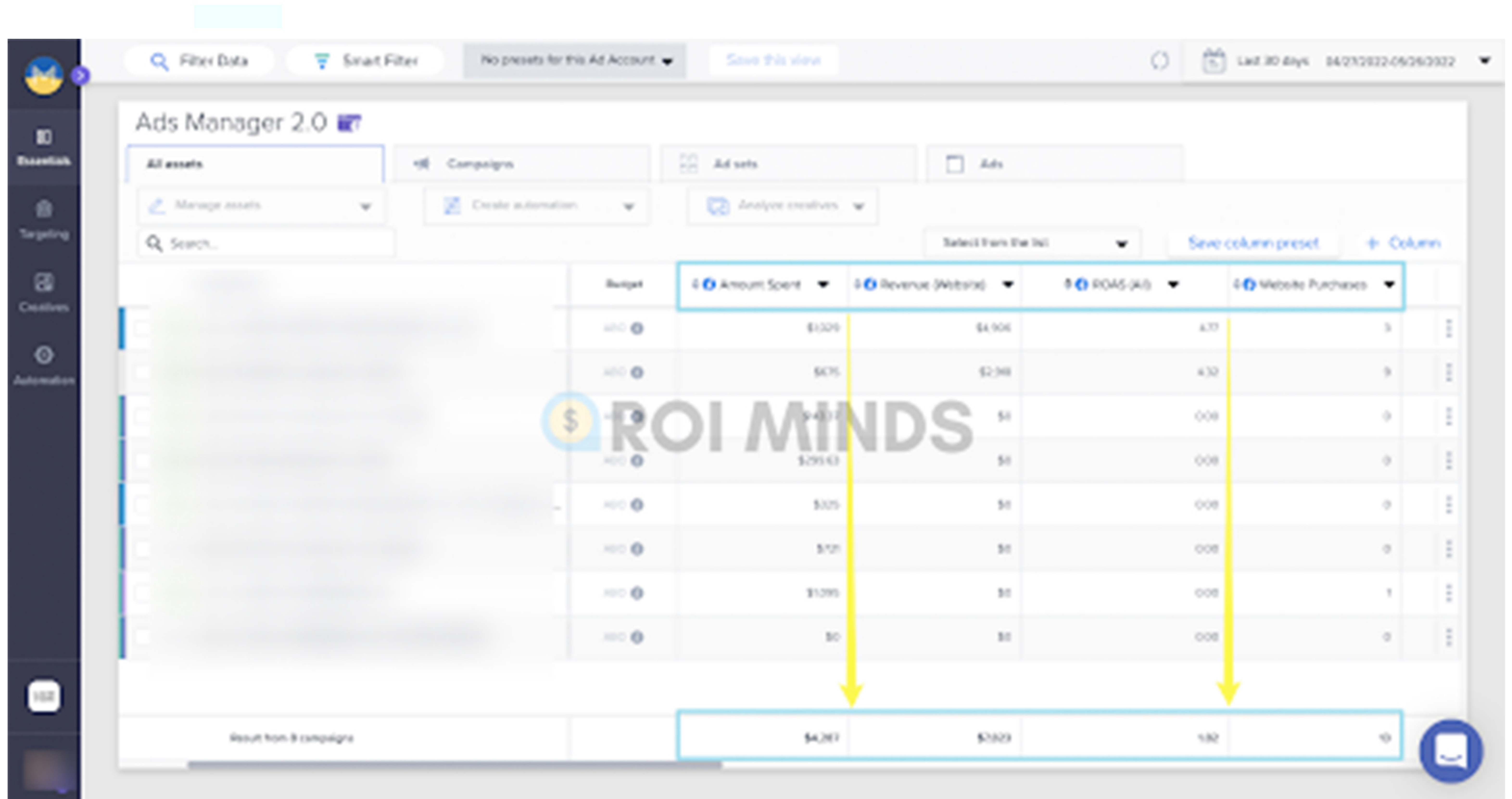
Business Type: **Jewelry Online Store**

Duration: **30 Days**

Performance Overview:

- Budget: \$3000/month
- Result: \$12,000
- ROAS: 4X+

Online Stylish Bags Store



	Budget	Amount Spent	Revenue (Website)	ROAS (x)	Website Purchases
Ad 1	\$1,000	\$1,025	\$4,900	4.77	5
Ad 2	\$1,000	\$675	\$2,340	4.32	9
Ad 3	\$1,000	\$4,312	\$0	0.00	0
Ad 4	\$1,000	\$295.63	\$0	0.00	0
Ad 5	\$1,000	\$325	\$0	0.00	0
Ad 6	\$1,000	\$725	\$0	0.00	0
Ad 7	\$1,000	\$1,295	\$0	0.00	1
Ad 8	\$1,000	\$0	\$0	0.00	0
Result from 8 campaigns		\$4,287	\$7,629	1.82	10

This is a dedicated online fashion accessory store from the USA working with us. They have seen their ROAS increase by **2x** with our dedicated Facebook team, and their tried and tested ads campaign modifier techniques helped this brand to reach their sales and lead goals.

Location: **United States**
 Business Type: **Leather Bags**
 Duration: **30 Days**

Performance Overview:

- Budget: \$5K/month
- Revenue: \$10,000
- ROAS: 2X

House Plant Online Store

<div> <div>+ Create</div> <div>▼</div> <div>Edit</div> <div>▼</div> <div>A/B Test</div> <div>📄</div> <div>🔄</div> <div>🗑️</div> <div>👤</div> <div>🔍</div> <div>Rules ▼</div> <div>View Setup: 🌐</div> <div>Columns: Custom ▼</div> <div>Breakdown: ▼</div> <div>Reports: ▼</div> </div>									
<input type="checkbox"/>	Off / On	Ad Set		Cost per result	Attribution setting	Amount spent	Website purchases	Purchase ROAS (return on ad spend)	Purchases conversion value
<input type="checkbox"/>	<input checked="" type="checkbox"/>		3	\$0.22 Per Link Click	28-day click or 1-day view	\$2,090.64	51 ^{1H}	2.59 ^{1H}	\$5,415.35 ^{1H}
<input type="checkbox"/>	<input checked="" type="checkbox"/>		3	\$0.17 Per Link Click	28-day click or 1-day view	\$29.36	—	—	\$9.09
<input type="checkbox"/>	<input checked="" type="checkbox"/>		4	\$0.28 Per Link Click	28-day click or 1-day view	\$2,576.40	76 ^{1H}	2.73 ^{1H}	\$7,028.75 ^{1H}
<input type="checkbox"/>	<input checked="" type="checkbox"/>	2000	3	\$0.13 ^{1H} Per Landing Pa...	28-day click or 1-day view	\$2,430.77	126 ^{1H}	4.98 ^{1H}	\$12,114.05 ^{1H}
<input type="checkbox"/>	<input checked="" type="checkbox"/>	60	4	\$0.13 ^{1H} Per Link Click	28-day click or 1-day view	\$2,154.82	102 ^{1H}	4.38 ^{1H}	\$6,781.45 ^{1H}
<input type="checkbox"/>	<input checked="" type="checkbox"/>		5	\$0.12 Per Link Click	28-day click or 1-day view	\$804.28	16 ^{1H}	2.04 ^{1H}	\$1,641.90 ^{1H}
<input type="checkbox"/>	<input checked="" type="checkbox"/>		5	\$0.13 ^{1H} Per Landing Pa...	28-day click or 1-day view	\$2,768.45	137 ^{1H}	4.81 ^{1H}	\$12,853.80 ^{1H}
<input type="checkbox"/>	<input checked="" type="checkbox"/>	20	2	\$0.11 ^{1H} Per Landing Pa...	28-day click or 1-day view	\$1,539.89	62 ^{1H}	4.32 ^{1H}	\$6,523.40 ^{1H}
<input type="checkbox"/>	<input checked="" type="checkbox"/>	23	5	\$0.10 Per Link Click	28-day click or 1-day view	\$1,765.40	71 ^{1H}	3.39 ^{1H}	\$6,043.30 ^{1H}
<input type="checkbox"/>	<input checked="" type="checkbox"/>	7	2	\$0.10	28-day click or 1-day view	\$1,100.38	69 ^{1H}	5.57 ^{1H}	\$6,127.60 ^{1H}
Results from 20 ad sets			70 1H	—	28-day click or 1-day view	\$22,181.98 Total Spent	751 ^{1H} Total	3.19 ^{1H} Average	\$70,811.50 ^{1H} Total

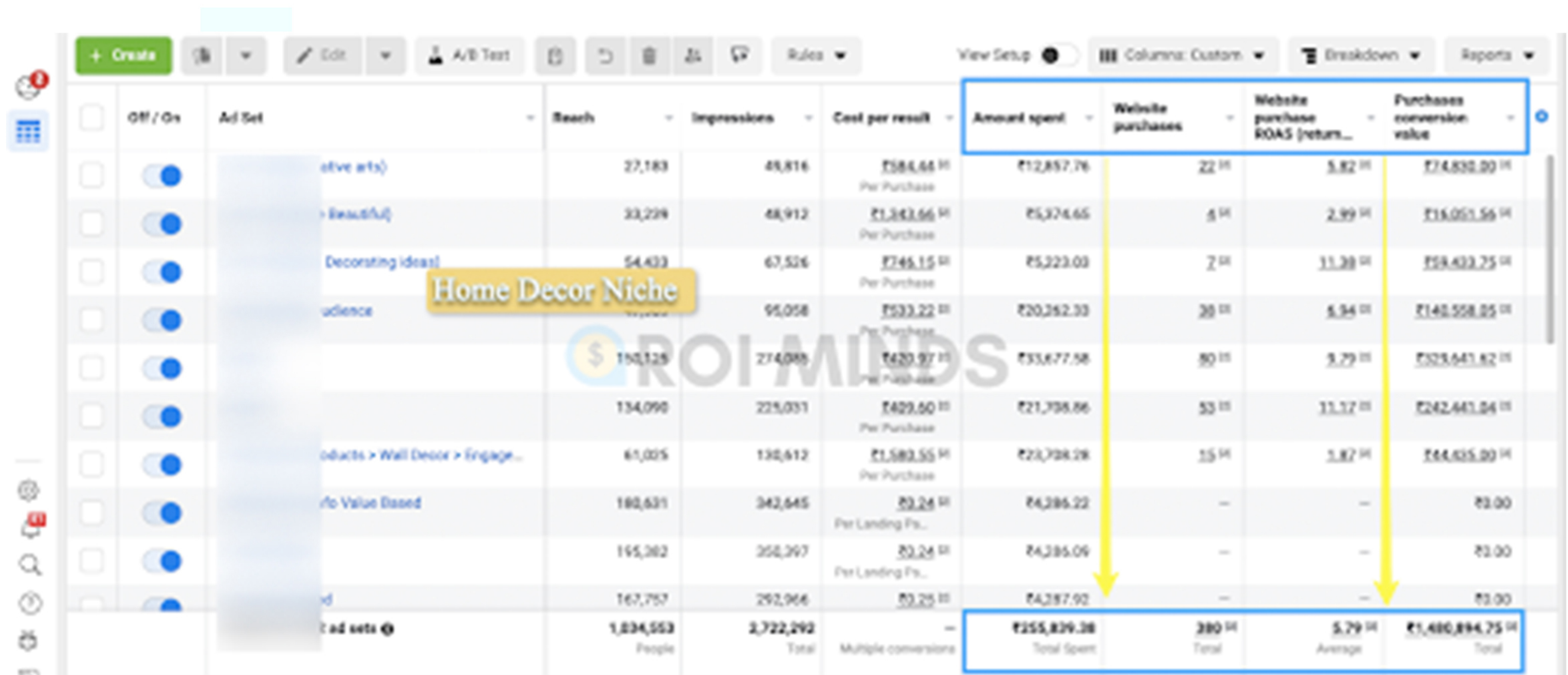
Here we have a house plant online store who are dedicated to selling house plants across the USA. Together, we were able to multiply their ROAS by **3x**, give them value for the money they spent on marketing, and broaden their internet footprint. Their online presence on Facebook was improved even further by our experienced staff and high ad campaign success rate.

Location: **United States**
 Business Type: **House Plants**
 Duration: **30 Days**

Performance Overview:

- Budget: \$20,000
- Result: \$60,000
- ROAS: 3X+

Indian Home Decor Store



Off / On	Ad Set	Reach	Impressions	Cost per result	Amount spent	Website purchases	Website purchase ROAS (return...)	Purchases conversion value
<input type="checkbox"/>	olive arts)	27,183	48,816	₹584.68 ^{1H} Per Purchase	₹12,857.76	22 ^{1H}	5.82 ^{1H}	₹74,832.00 ^{1H}
<input type="checkbox"/>	> Beautiful	33,228	48,912	₹1,343.66 ^{1H} Per Purchase	₹5,374.65	5 ^{1H}	2.99 ^{1H}	₹16,051.56 ^{1H}
<input type="checkbox"/>	Decorating ideas	54,433	67,526	₹745.15 ^{1H} Per Purchase	₹5,323.03	7 ^{1H}	11.38 ^{1H}	₹59,433.75 ^{1H}
<input type="checkbox"/>	audience	95,058	95,058	₹533.22 ^{1H} Per Purchase	₹20,262.33	38 ^{1H}	5.94 ^{1H}	₹140,558.05 ^{1H}
<input type="checkbox"/>		155,128	274,088	₹420.97 ^{1H} Per Purchase	₹33,677.58	80 ^{1H}	9.79 ^{1H}	₹329,641.82 ^{1H}
<input type="checkbox"/>		134,090	225,031	₹429.60 ^{1H} Per Purchase	₹21,705.66	53 ^{1H}	11.17 ^{1H}	₹242,441.04 ^{1H}
<input type="checkbox"/>	objects > Wall Decor > Engage...	61,005	130,612	₹1,583.55 ^{1H} Per Purchase	₹23,708.28	15 ^{1H}	1.87 ^{1H}	₹44,435.00 ^{1H}
<input type="checkbox"/>	Info Value Based	180,631	342,645	₹3.24 ^{1H} Per Landing P...	₹4,385.22	—	—	₹3.00
<input type="checkbox"/>		145,282	258,297	₹3.24 ^{1H} Per Landing P...	₹4,385.09	—	—	₹3.00
<input type="checkbox"/>	id	167,757	262,966	₹3.25 ^{1H}	₹4,387.92	—	—	₹3.00
	Ad sets	1,834,553 People	3,722,292 Total	Multiple conversions	₹255,839.38 Total Spent	380 ^{1H} Total	5.79 ^{1H} Average	₹1,480,894.75 ^{1H} Total

This is an Indian home decor retailer that sells home decor items online. We worked together to raise their ROAS by **7 times**, give them more value for the money they spent on marketing, and expand their online impact. Their social media presence on Facebook was improved even further by the expertise of our employees and a high advertising campaign success rate.

Location: **India**

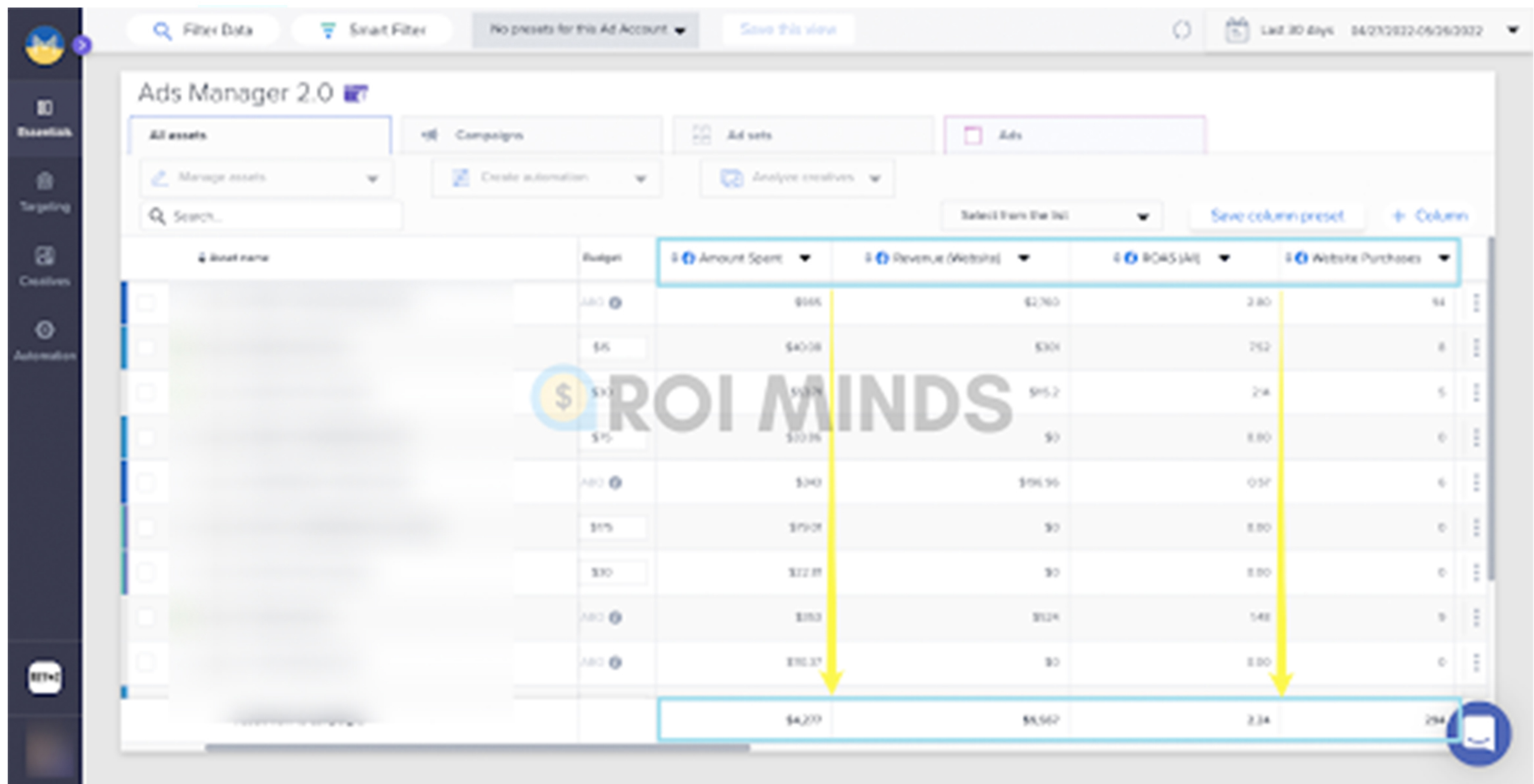
Business Type: **Indian Home Decor Store**

Duration: **30 Days**

Performance Overview:

- Budget: Under INR 3 Lakh/Month
- Result: INR 21 Lakh
- ROAS: Average 7X+

Custom Hats for Toddlers online store



Budget	Amount Spent	Revenue (Website)	ROAS (All)	Website Purchases
\$100	\$185	\$2,760	2.80	84
\$5	\$40.08	\$304	7.62	8
\$30	\$53.28	\$95.2	2.14	5
\$15	\$10.38	\$0	0.00	0
\$100	\$140	\$96.96	0.69	6
\$15	\$19.08	\$0	0.00	0
\$30	\$12.88	\$0	0.00	0
\$100	\$183	\$124	1.48	9
\$100	\$18.37	\$0	0.00	0
	\$4,200	\$9,562	2.24	294

With our expert guidance and fruitful Facebook ads strategy, we helped this custom hats brand reach its target audience. We also helped them establish an online footprint and improve their ROAS by **2.24X**. Our professional team, with the best of their knowledge and successful Facebook ads campaign, helped them to get their desired leads and sales.

Location: **United States**

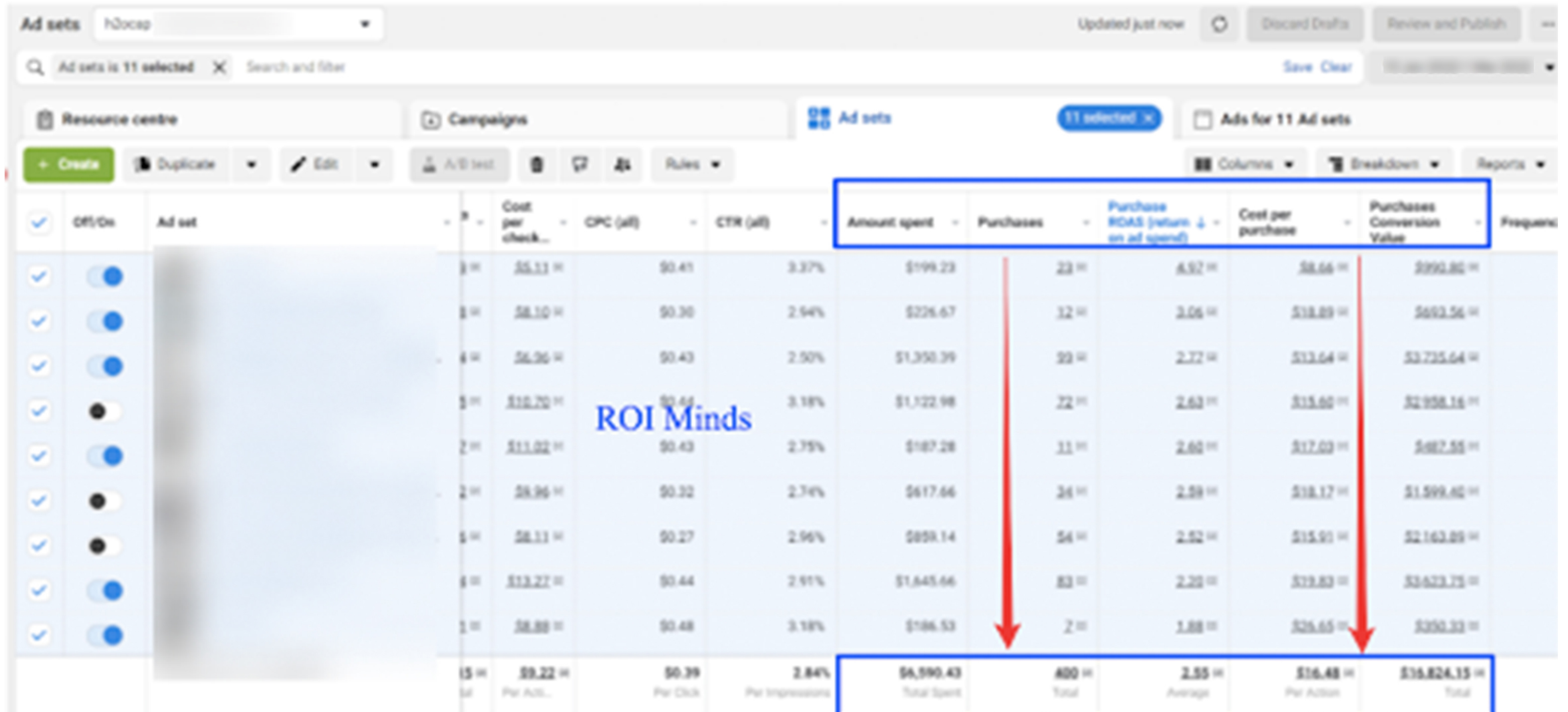
Business Type: **Custom Hats**

Duration: **30 Days**

Performance Overview:

- Budget: \$5,000/month
- Result: \$11,200
- ROAS: 2.24X

Water Bottle Online Store



Ad set	Cost per check...	CPC (uB)	CTR (uB)	Amount spent	Purchases	Purchase ROAS (return on ad spend)	Cost per purchase	Purchases Conversion Value
1	\$5.11	\$0.41	3.37%	\$199.23	23	6.92	\$8.66	\$2992.80
2	\$8.10	\$0.30	2.94%	\$226.67	12	3.06	\$18.89	\$692.56
3	\$6.96	\$0.43	2.50%	\$1,390.39	99	2.72	\$13.64	\$3,735.64
4	\$10.70	\$0.66	3.18%	\$1,122.98	72	2.63	\$15.60	\$2,958.16
5	\$11.02	\$0.43	2.75%	\$187.28	11	2.60	\$17.03	\$687.55
6	\$8.96	\$0.32	2.74%	\$617.66	36	2.59	\$18.17	\$1,599.60
7	\$8.11	\$0.27	2.96%	\$859.14	56	2.52	\$15.91	\$2,163.89
8	\$13.27	\$0.44	2.91%	\$1,645.66	83	2.20	\$19.83	\$3,623.75
9	\$8.88	\$0.48	3.18%	\$186.53	2	1.88	\$26.65	\$250.22
Summary	\$9.22	\$0.39	2.84%	\$6,590.43	400	2.55	\$16.48	\$16,824.15

The water bottle online store in the United States has been at its best since the beginning. We started the campaigns for this client from scratch with a monthly ad budget of **\$6,000**/ per month, and we helped them gain over \$16k in revenue. The performance and conversion value for this business obviously improved a lot with us.

Location: **United States**

Business Type: **Water Bottle**

Duration: **30 Days**

Performance Overview:

- Budget: \$6K
- Result: Generated over 16K in revenue
- ROAS: 2.6x