



Digital Ads 2022 Success Stories

How We Are Succeeding
Despite The Challenges.



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Overview: We are in a new paradigm of Facebook (Meta) Ads.

The bells went off last March/April when iOS 14.5 debuted and immediately made its presence felt - since then with the subsequent introduction of iOS 15.

In January 2022, we saw the elimination of several targeting options that were "bread & butter" performers for several businesses - especially those targeting the Black and Brown markets. If you think this was a cause for panic -you weren't wrong.

Luckily, we've done the work through testing multiple verticals and developed the right audience segments which are still profitable.

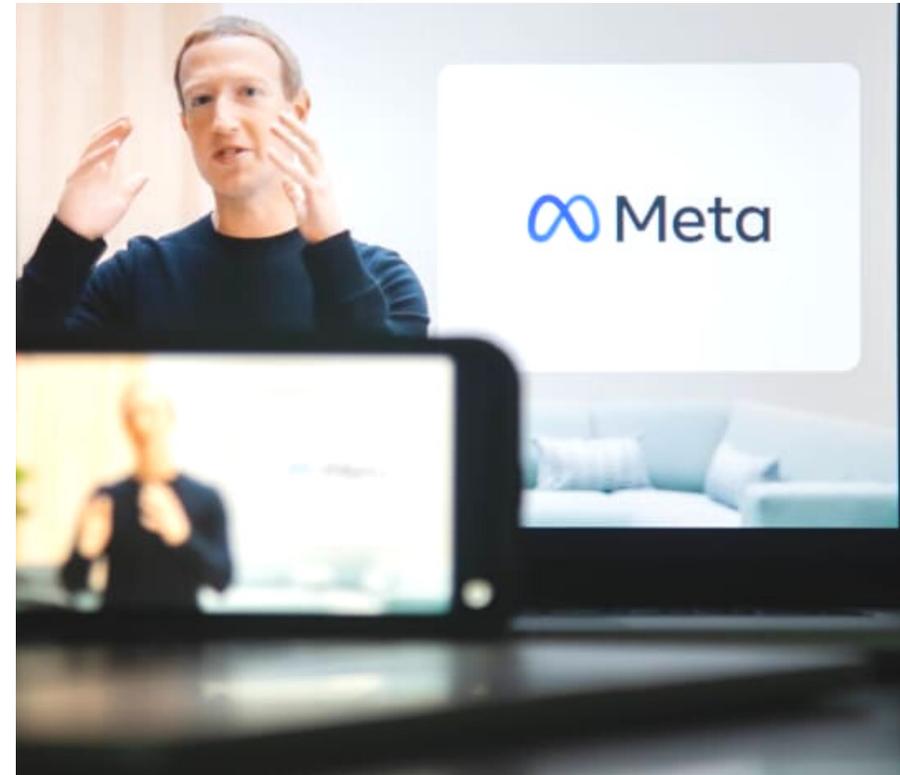
The question comes up: **"Is Facebook still a platform we should be prioritizing for our growth?"**

Based on our testing: **Yes.**

Not only that, but it is still the most reliably scalable ads channel as of now.

It hasn't been easy, but we have still managed to successfully drive growth & profitability for our clients and the following pages will discuss some of these - while also sharing some tips and observations from our end.

Note: Client names have been hidden for confidentiality.



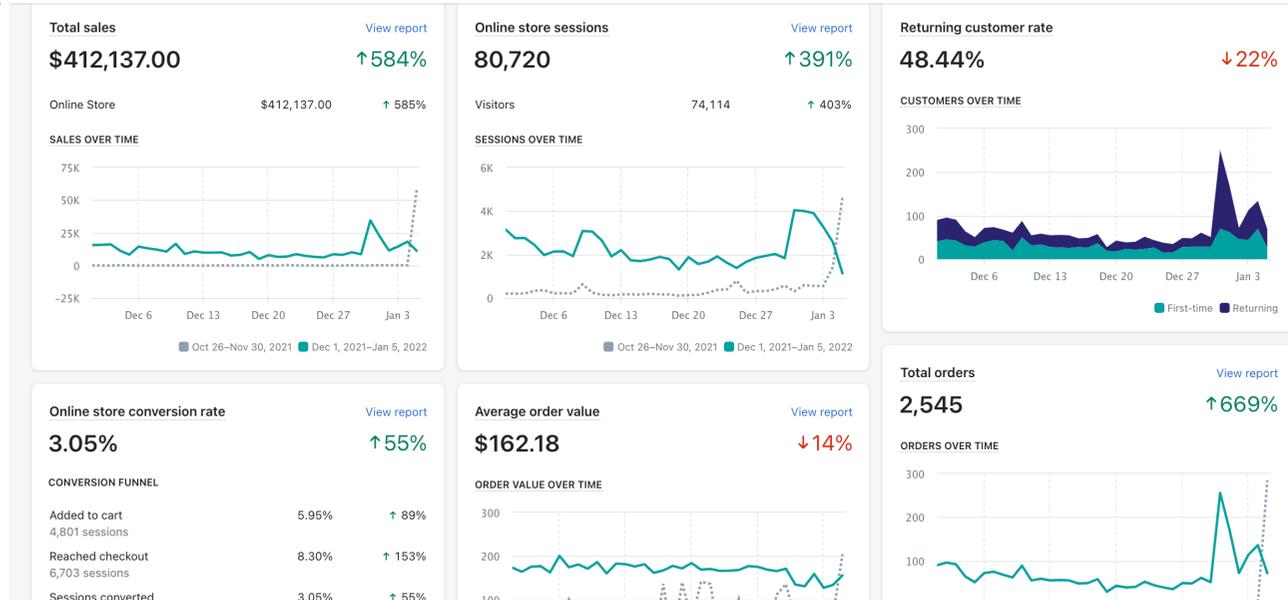
Product Launch - Health Supplements: Driving \$412,137.00 sales in 35 days at 13.4x ROAS. (Sold Out)

Situation: Client needed to accelerate sales for a new product drop which they hadn't done since the summer. Product was about \$160 per unit, but they had prior customer data and a 6-figure social media following. We needed to launch these new ads at the beginning of December during the Q4 rush.

Our Approach: We collected their customer data via exports and created our own customer segments which we uploaded. We then created several key demographic/interest audiences based on our expertise in the BIPOC market. Finally, a mix of brand-creatives and testimonials. We were able to overcome weight loss before/after with some innovative creative while also stressing value and social proof. We implemented urgency-based messaging on the retargeting ads based on inventory updates.

Impact:

Product completely sold out - Over \$412,000 in sales of which 50% were first-time buyers. Conversion rate increased by 55% and 1300+ new customers were added to database. 13.4x Return on Ad Spend & Marketing Efficiency Ratio.



E-Commerce Watch Brand: 65% Increase in Daily Sales

+3x ROAS with Valentine's Day 2022 campaign.

Situation: Client was suffering from attribution issues, delayed attributions, loss of optimization, and media-buying inefficiency. After losing momentum in the post-Holiday slump we needed to drive efficiency and sales volume. They had lost several interests typically effective for targeting the Black market.

Our Approach: Audience segmentation of existing customers but we needed to build Top of Funnel targeting from the ground up. We created new audience segments and used their photography to create 7 distinct sales angles tested across 8 audiences. All while optimizing for CPAs and scaling best performers.

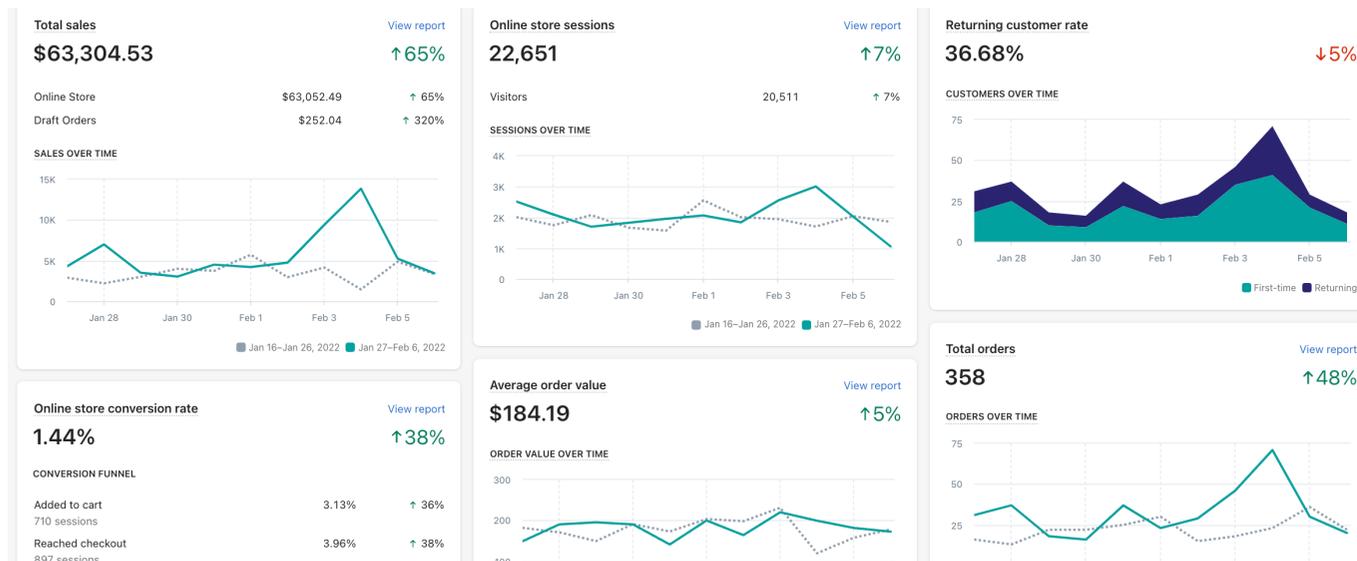
Impact:

65% increase in daily sales.

Conversion rates went up 38%.

Marketing Efficiency Ratio is at 3.5x.

We were able to scale up ad spend by 42%, while profitably scaling revenue up by 35% on ads.



Nonprofit SaaS: Exceeding User Acquisition Goals and Driving over 1600 New SaaS Users at a \$17 CPA.

Situation: Client has been working with us for the past few months as we helped conceive, build, and optimize their user acquisition strategy. Recently renewed, we were given a set of ambitious user acquisition goals in order to help drive volume. In the last 4-5 days of the month we were tasked with driving at least 500 new users.

Our Approach: We were once again faced with a loss of key target interests - which were critical for this client. However, we once again pulled their user data on hand and created distinct segments and lookalikes accordingly. We also set up scaling parameters on certain audience segments that were doing well. In interest of time, we bypassed extensive creative testing - instead focusing on scaling our best performing creatives vertically through higher budgets and horizontally through new audience segments.

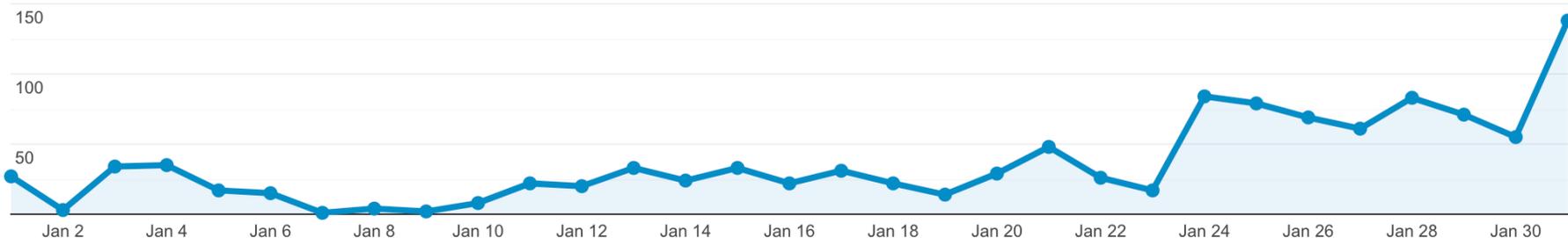
Impact:

We exceeded the client's user acquisition goals while also creating a foundation to drive efficient user acquisition at scale.

The next steps involve new offer/creative tests to further optimize CPAs.

(Slack message from client)

@Anuroop Wanted to let everyone know we passed our January checkpoint goal for [redacted] Starter Acquisition 🙌! Currently at 1611 signups this month (checkpoint goal was 1550). Will give a final update on Jan numbers tomorrow!



Fem-Tech Wearable Tech Brand: Driving \$20K in Pre-Sale Orders.

Situation: Client developed an innovative new wearable product for womens' health. Client was in their prototype phase and was striving to drive pre-order sales as they created a foundation to kick off their manufacturing. The client had been diligent towards building a loyal community and driving leads. They chose us to help drive efficiency and transition towards revenue-driving marketing efforts.

Our Approach: With no prior existing sales data, we needed to apply our own expertise to discern the difference between a consumer that is optimal for lead submissions vs those optimal to actually place an order. With this we created new frameworks to penetrate these audiences. Upon launch, we not only brought in new customers but also mobilized sales from the existing leads database through a multi-step retargeting strategy - specifically geared to those unresponsive to email marketing.

Impact:

Drove \$0 -\$20k revenue in less than 3 weeks.
Optimized lead-gen costs by 20% or more,
expanded into 3 new market segments.

Sales consistency slowed due to lack of
product
and social proof but they have a solid
foundation

to restart sales acquisition efforts upon
completing their product.

Custom (Sep 3 - Oct 28, 2021)
vs. Previous year (Sep 3 - Oct 28, 2020)

Gross sales	Returns	Coupons	Net sales
\$19,592.09	\$0.00	\$0.00	\$19,592.09
Taxes	Shipping	Total sales	
\$175.68	\$920.00	\$20,687.77	

Gross sales Custom (Sep 3 - Oct 28, 2021) \$19,592.09 Previous year (Sep 3 - Oct 28, 2020) \$0.00 By day

Event Management SaaS: 90% Decrease in Cost per Lead + 300% Increase in Qualified Sales Leads.

Situation: Client was an event management SaaS company which provided a platform for event managers to better pursue and manage sponsors, vendors, and more. A combination of ad costs, lack of prior data, and wrong creative messaging was creating a major problem in their acquisition strategy. A big challenge was the lack of insights as to who was the right qualified lead and how to better optimize for them.

Our Approach: The first step was optimizing targeting and messaging. Using a combination of social proof, value propositions on increased event revenue, and relevant imaging we drove more scale on the front-end. On the back-end, we manually implemented several analyses on gauging qualified leads while also attributing marketing leads to backend closed sales.

Using this data, we further segmented and scaled acquisition.

Impact:

Client achieved consistency and growth while developing a process to keep qualified leads who were not ready to buy engaged. By our advanced breakdowns we were able to fine-tune our scaling and down-scaling to optimize cost-efficiency and find the right prospects. This led to a CPL decrease of over 90% and the establishment of an efficient acquisition strategy.

Week	Dates	Total Spend	Facebook Leads	Facebook cost/lead	Google Leads	Google cost/lead	Mailchimp Leads	Unknown	Aggregate leads	Aggregate cost/lead
29	11/1/21 - 11/7/21	\$1,469.23	61	\$17.21	14	\$29.92		2	77	\$
28	10/25/21 - 10/31/21	\$1,448.10	48	\$21.87	18	\$22.11		2	68	\$
27	10/18/21 - 10/24/21	\$1,435.51	55	\$19.14	20	\$19.13		1	76	\$
26	10/11/21 - 10/17/21	\$1,513.34	60	\$17.34	23	\$20.56		3	86	\$
25	10/4/21 - 10/10/21	\$1,371.00	53	\$16.96	21	\$22.47		2	76	\$
24	9/27/21 - 10/3/21	\$1,492.08	68	\$17.06	10	\$33.22		2	80	\$
23	9/20/21 - 9/25/21	\$1,258.95	65	\$13.37	13	\$29.97		0	78	\$
22	9/13/21 - 9/19/21	\$1,336.37	59	\$14.75	10	\$46.60		4	73	\$
21	9/7/21 - 9/12/21	\$1,052.33	50	\$12.05	13	\$34.60		2	65	\$
20	8/30/21 - 9/5/21	\$1,220.54	69	\$11.36	13	\$33.61		5	87	\$
19	8/23/21 - 8/29/21	\$1,276.79	55	\$14.38	14	\$34.71		3	72	\$
18	08/16/21 - 08/22/21	\$2,560.27	74	\$16.09	34	\$40.28			110	\$
17	08/09/21 - 08/15/21	\$3,247.68	128	\$13.87	40	\$36.82			169	\$
16	8/2/21 - 8/7/21	\$3,506.81	118	\$15.07	29	\$59.59			148	\$
15	7/26/21 - 8/1/21	\$3,415.17	119	\$14.86	34	\$48.40			153	\$
14	7/19/21 - 7/25/21	\$3,891.36	93	\$15.57	34	\$58.15			127	\$
13	7/12/21 - 7/18/21	\$2,909.01	86	\$15.23	42	\$38.07			128	\$
13	7/5/21 - 7/11/21	\$3,686.38	18	\$49.23	37	\$72.56			55	\$
12	6/28/21 - 7/4/21	\$3,381.76	22	\$42.27	28	\$98.23			50	\$
11	6/21/21 - 6/27/21	\$3,079.86	21	\$65.00	37	\$41.39			58	\$
10	6/14/21 - 6/20/21	\$3,276.13	26	\$52.55	34	\$50.81			60	\$
9	6/7/21 - 6/13/21	\$3,293.74	26	\$55.26	36	\$46.53			62	\$
8	5/31/21 - 6/6/21	\$3,329.17	27	\$53.04	26	\$66.01		1	54	\$
7	5/24/21 - 5/30/21	\$3,148.29	37	\$38.79	34	\$45.02		1	72	\$
6	5/17/21 - 5/23/21	\$3,260.41	23	\$62.35	38	\$43.29			61	\$
5	5/10/21 - 5/16/21	\$3,247.83	29	\$49.41	44	\$37.16			73	\$
4	5/3/21 - 5/9/21	\$3,311.05	20	\$73.70	38	\$44.17			58	\$
3	4/25/21 - 5/2/21	\$3,287.98	25	\$64.90	24	\$67.74			49	\$
2	4/19/21 - 4/26/21	\$3,641.77	4	\$405.50	15	\$134.60			19	\$1
1	4/12/21 - 4/18/21	\$3,634.68	0		6	\$155.00			6	\$6

Key Trends & Takeaways

- **Focus on Backend Data:** Your campaign reported metrics mostly serve long-term optimization goals and performance trends. For an actual pulse on marketing impact and numbers you need to look at back-end numbers and correlate fluctuations to campaign management actions.
- **Several High Quality Targeting Options Are Gone:** We had to niche in and test multiple different segments with different creative and messaging angles to find the right segments - luckily, we have been able to dial this in where clients are now profiting as much, if not more, than they were before.
- **Don't Dismiss Old Media-Buying Tricks:** We have been testing and have successfully implemented several late-2018 and 2019 tactics. However, this is situational! The wrong tactics can result in a lot of lost ad-spend.
- **Diversify Your Top of Funnel Momentum:** Higher ad costs and loss of targeting have made this a puzzle - because your purchase-optimized campaigns may not capture enough attention at the top. We've tested diversifying with different objectives which has helped increase overall sales and even campaign ROAS.



Some Company Highlights

Featured on Official Black Wall Street.

<https://blog.obws.com/inflect-digital-self-made-entrepreneurs/>

Self-Made Entrepreneurs & Former Facebook Employees Take Expertise of \$100 Million in Ads to Start Inflect Digital
JOUVIANE ALEXANDRE • 22.OCT.2021

Goodbye Facebook, hello Inflect Digital! Lionell Ball and Anuroop Kumar hustled their way to success. While the taste of entrepreneurship captured Lionell

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Magnetic Stories

Books

Connect with Customers and Engage Employees with Brand Storytelling

Your brand is the stories people share about you when you're not in the room, and it's these brand stories that determine if people buy from you, employ you, work for you or invest in you. When the stakes are that high, wouldn't you want to take control of it? In *Magnetic Stories*, business storytelling expert Gabrielle Dolan reveals how you too can create and share stories that stick.

Learn how to:

- define and distinguish your brand
- stand out from the competition
- implement brand storytelling effectively
- strengthen your presence online by sharing magnetic stories



Featured in Australian Bestseller Gabrielle Dolan's Book "Magnetic Stories"

<https://gabrielledolan.com/resources/magnetic-stories/>

We're Here For You!

Our contact info is below and if you want to discuss how we can help your current digital ads/growth marketing efforts, please reach out!

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