



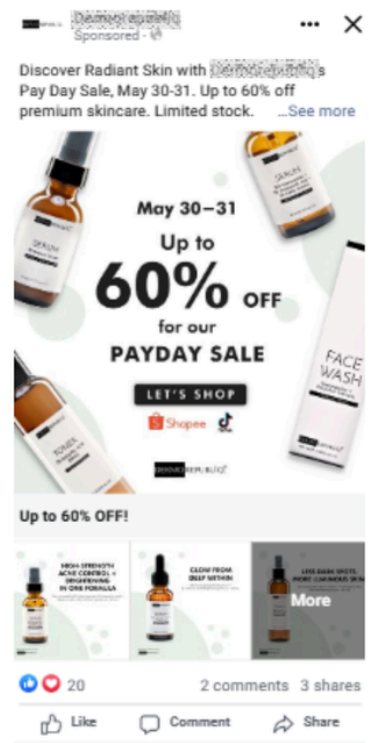
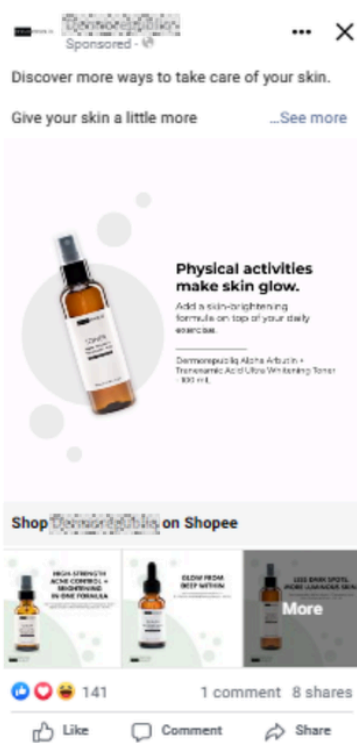
CASE STUDY:

Results of the Implemented Facebook Advertising Campaign for the Ecommerce Industry

Implemented Settings

Target Market	General Audience
Ad Objective	Conversion, Video Views, Traffic
Audience	Create Custom Audience
Location	Philippines & Vietnam (Will be targeted solely for our Dermorepubliq Vietnam Store Teaser Campaign)
Age	18 - 45 M & F
Detailed Targeting	Interested in: Skincare, Beauty, Cosmetics, Fashion and Makeup, Fashion Blog, Video Vlog Also include: Engaged Shoppers, Internet Personality Creators
Optimization Ad Delivery	Link Clicks to your website and shopping platform shops
Bid Amount	Automatic - Let Facebook set the bid that helps you get the most link clicks at the best price
When you get charge	Link Click (CPC) - We'll see how effective ad is to drive audience to the page
Delivery Type	Standard - Show your ads throughout the day - Recommended

Ad Images



The Results

Metric	Current Mont (-)	Previous Month (-)
Amount Spent	PHP 1,448,369.13	PHP 1,418,867.74
Purchases	48,088	38,458
Cost Per Purchase	PHP 30.12	PHP 36.89
Revenue	PHP 11,671,696.90	PHP 11,977,787.40
ROAS	8.06X	8.44X

The Results

Metric	Ad Objective	Current Month (-)	Previous Cycle (-)	Percentage +/-
Total Reach	-	2,620,146	1,209,449	+116.63%
Total Impressions		4,602,665	4,519,483	+1.84%
Total Clicks	Traffic	80,162	28,055	+185.73%
Total Purchases	Conversions	1,670	4,110	-59.37%
Cost Per Conversion		PHP 66.64	PHP 30.77	+116.57%
Revenue		PHP 608,928.00	PHP 1,755,206.00	-65.31%
ROAS (Attributable to CPAs spend only)		11.81	13.88	-14.91%
ROAS (Overall)		5.47	13.88	-60.59%

Total Ad Spend (1 Month): PHP 111,290.76