

# CASE STUDY

FACEBOOK ADS



Automotive eCommerce Store

# OVERVIEW



## OVERVIEW

This case study shows how Facebook Ads drove a 60% revenue increase for an automobile e-commerce store in just 30 days. By using a targeted advertising campaign, the client, an authorized dealer of synthetic oils and lubricants, boosted traffic to their online store, leading to more conversions and hitting their business goals.



## ABOUT THE CLIENT

The client runs an online store that specializes in synthetic oils and automobile lubricants. Their goal is to provide customers with reliable products that meet industry standards.



## PROBLEM STATEMENT

Despite offering high-quality products, the client struggled to maintain consistent website traffic and meet conversion targets efficiently. They faced challenges in generating continuous traffic at a low cost per click (CPC), which hindered their ability to maximize revenue potential.

# GOALS

The main goal was to drive more qualified traffic to the client's landing page to increase conversions and revenue. The campaign lasted four months, with a focus on improving traffic quality and lowering the cost per acquisition (CPA).



# STRATEGY

## THE CAMPAIGN RAN FOR 4 MONTHS

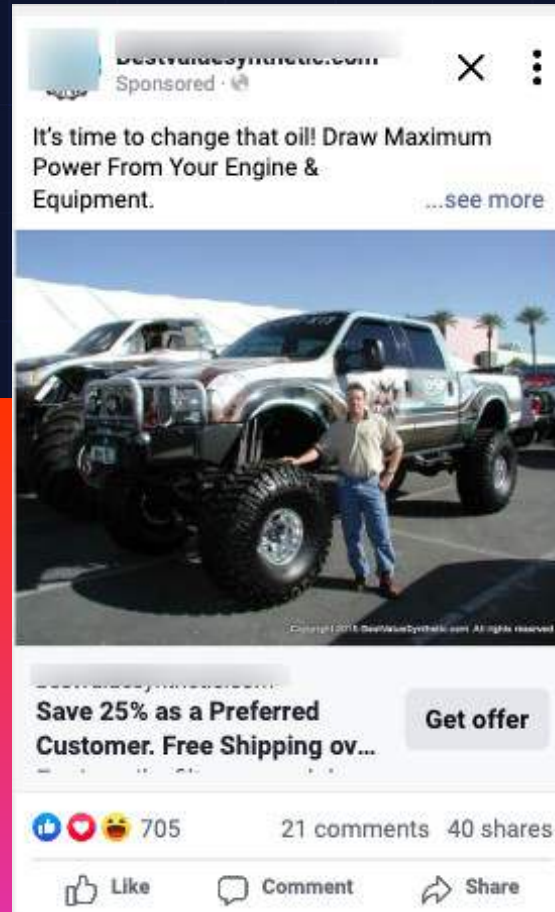
The strategy included three key steps:

1. Analyzing existing traffic and creating a lookalike audience based on website visitors.
2. Using the custom audience for retargeting ads to achieve optimal CPC.
3. Launching a traffic campaign focused on landing page clicks across two ad sets, testing different ad formats such as videos and static images.



# BEST PERFORMING ADS

The best-performing ads were static images paired with conversion-focused ads. By using remarketing and lookalike audiences, the creative performance was optimized.



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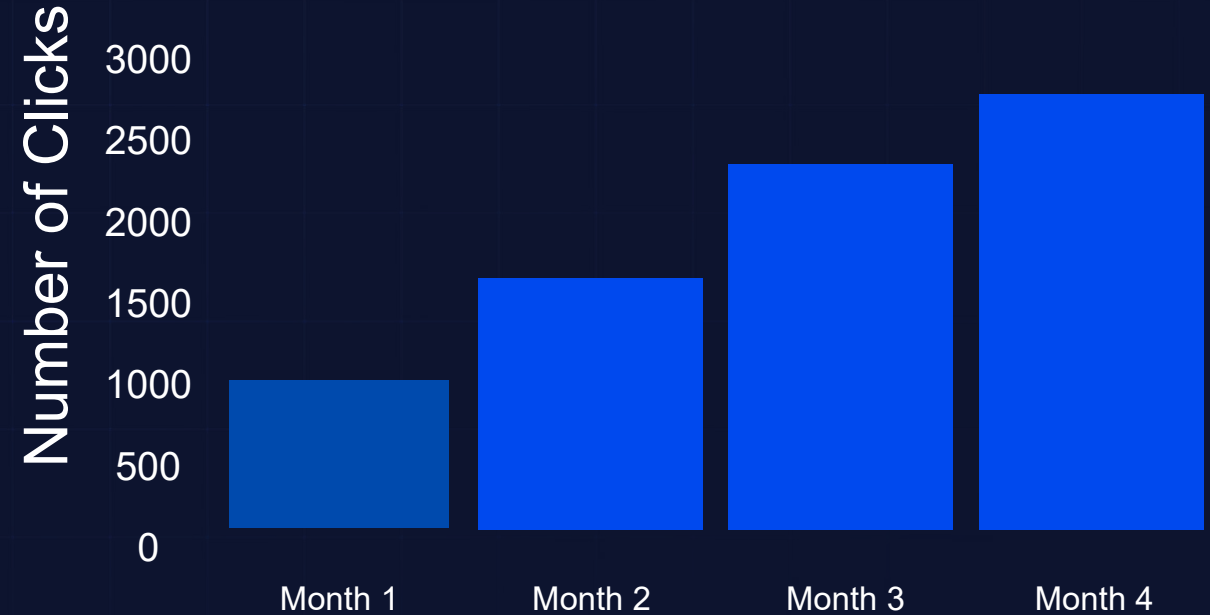
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# DETAILED RESULTS

Throughout the four-month campaign, we consistently improved CPC performance, reducing it from \$0.28 to \$0.12. Additionally, we achieved a steady monthly traffic increase of over 45%.



## FINAL OUTCOME

The best cost per click (CPC) achieved was **\$0.12**. We also improved total revenue by over 65% during the four months.

Budget: \$500 Per Month  
Location: United States

# CONCLUSION

Strategic ad placement and continuous monitoring led to a significant increase in traffic to the client's online platform, resulting in a 60% revenue growth within just 30 days.

