

# CASE STUDY

FACEBOOK ADS



Automotive Performance Products

# OVERVIEW



## OVERVIEW

Our client, a manufacturer of high-quality performance products for BMW, Mercedes, and Infiniti enthusiasts, achieved a 4,860% sales increase in 4 months through targeted Facebook and Instagram campaigns. By utilizing optimized static creatives, remarketing, and continuous A/B testing, we significantly boosted sales and improved overall campaign efficiency.



## ABOUT THE CLIENT

Our client is a company that crafts top-tier performance products, exceeding customer expectations. The target market consists of automotive enthusiasts, primarily BMW, Mercedes, and Infiniti car owners.



## PROBLEM STATEMENT

The main challenge was to create an audience and generate sales from automotive enthusiasts interested in our client's services.

# GOALS

The main goal so to generate sales from targeted automotive enthusiasts and achieve high conversion rates and lower cost per acquisition (CPA).



# STRATEGY

## THE CAMPAIGN RAN FOR 1 YEAR

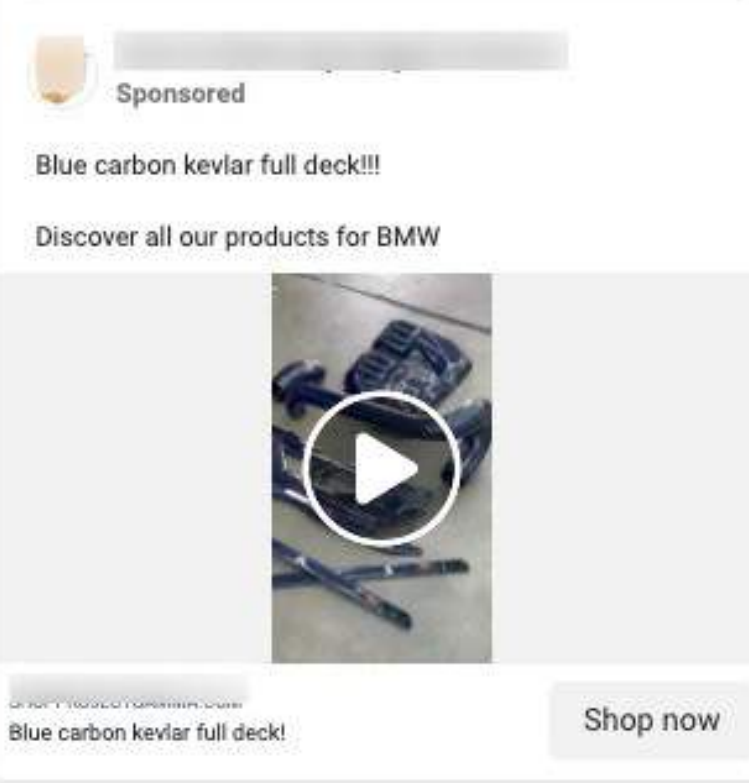
Applying remarketing and lookalike audiences further boosted sales, generating 194 sales at a CPA of \$119.52. Continuous A/B testing helped determine the most effective creatives.

Our findings showed that static creatives performed better than video materials for this audience. Consequently, we used optimized static creatives to enhance campaign performance.

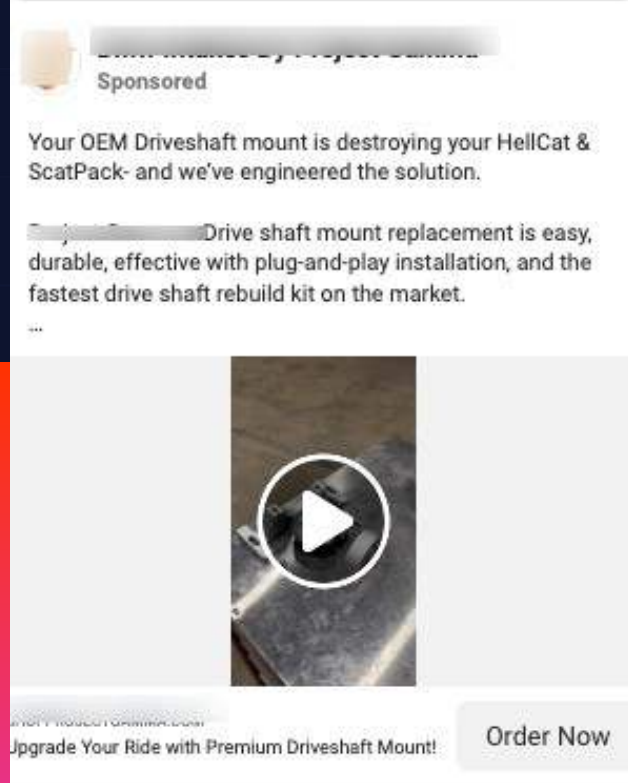


# BEST PERFORMING ADS

The best-performing ads were static image ads with carefully researched targeting.



This is a Facebook sponsored ad. At the top left is a profile picture and a blurred name. Below the name is the word "Sponsored". The main text reads "Blue carbon kevlar full deck!!!" followed by "Discover all our products for BMW". Below the text is a video thumbnail showing blue carbon kevlar parts with a white play button icon. At the bottom left, there is a small URL "http://www.bmw.com" and the text "Blue carbon kevlar full deck!". At the bottom right is a "Shop now" button.

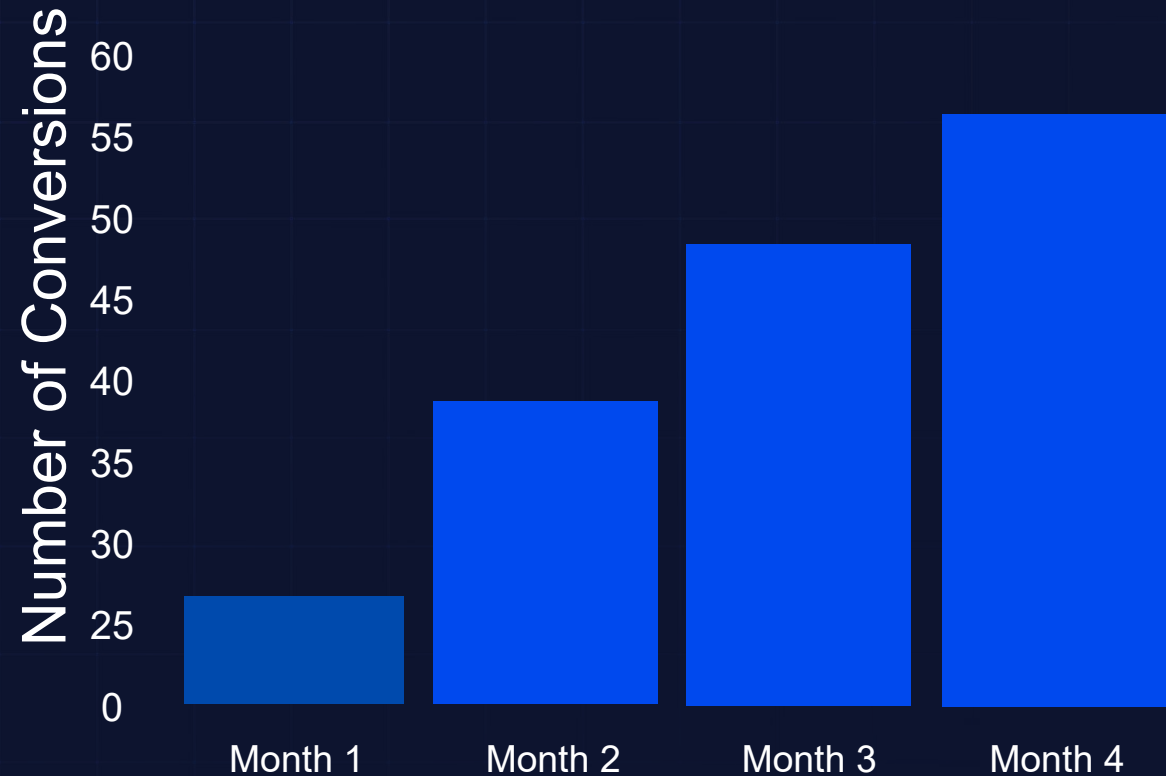


This is a Facebook sponsored ad. At the top left is a profile picture and a blurred name. Below the name is the word "Sponsored". The main text reads "Your OEM Driveshaft mount is destroying your HellCat & ScatPack- and we've engineered the solution." followed by "Drive shaft mount replacement is easy, durable, effective with plug-and-play installation, and the fastest drive shaft rebuild kit on the market." Below the text is a video thumbnail showing a driveshaft mount with a white play button icon. At the bottom left, there is a small URL "http://www.bmw.com" and the text "Upgrade Your Ride with Premium Driveshaft Mount!". At the bottom right is an "Order Now" button.

# DETAILED RESULTS

In 2023, the company achieved 9 sales with a cost per sale of \$44.75, generating a total sales revenue of \$6,514.85. By 2024, sales had significantly increased to 185, with a cost per sale of \$123.16, resulting in a total sales revenue of \$323,341.03. Key campaign metrics included a reach of 11,556,918, 201 sales, a cost per sale (CPS) of \$124.08, a click-through rate (CTR) of 1.29%, and a cost per click (CPC) of \$0.04.

With a monthly budget of \$4,000, the campaign targeted locations such as the United Arab Emirates, Australia, Bahrain, Canada, Cyprus, Germany, Egypt, the United Kingdom, Israel, Iraq, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, Saudi Arabia, Sweden, Turkey, the United States, and Yemen.



## FINAL OUTCOME

The campaign successfully generated 201 sales with a cost per sale (CPS) of \$124.08. Continuous optimization and targeted strategies proved effective in achieving the client's goals, leading to a substantial increase in sales and overall performance.

**Budget:** \$4000 Per Month  
**Location:** UAE, Australia, Bahrain

Canada, Cyprus, Germany  
Egypt, UK, Iraq and other  
Middle East Countries.

# CONCLUSION

This case study highlights the effectiveness of a well-researched and strategically executed Facebook Ads campaign.

By focusing on precise targeting, continuous optimization, and leveraging remarketing strategies, we achieved a remarkable sales increase for our client, demonstrating the significant potential of targeted social media advertising in the automotive performance products sector.

