



Case study:

## Optimization of the online bike store

TYPE OF SERVICE: FACEBOOK ADS + INSTAGRAM





**Provided service:** Targeted advertising Facebook + Instagram

**Topic:** Bicycles online store

**Duration of the campaign:** 13.04.18 - 13.08.18

We were approached by a representative of one of the biggest online stores in Ukraine, who specialize in selling bicycles and bicycle accessories. The main goal of promotion is to increase and systematize sales from social networks.

### **What was the difficulty?**

The difficulty is that buying a bicycle is a complex, lengthy process that requires careful preparation and a serious approach to choosing the type, model, brand of the bicycle and the place of its purchase, so you need to interact with the potential buyer at each decision-making stage.

### **What was done:**

We tried to hold the buyer at all levels of the marketing funnel: from acquaintance to purchase. To do this, we set up advertising campaigns for different purposes and for different audiences.

1. We used articles on the blog that would help determine the choice of bike, the advantages of each brand, etc. There is something you need to help the buyer, thereby increasing the trust in the brand.
2. We collected this audience through a Facebook pixel and advertised on it the advantages of an online store, the current discounts, various promotions. This way, we increase audiences' interest in the brand.
3. We had advertised the goods to the most relevant audience, depending on the time spent on the site and the number of pages visited. For this, we used remarketing + dynamic remarketing.

### **Results: For this, we used remarketing + dynamic remarketing.**

For 4 months we achieved such results:

- Transaction coefficient increased by **58.82%**
- The number of transactions increased by **633%**
- Income increased by **7808%**



## Google Analytics data:

Source / Medium	Acquisition			Behavior			Conversions <span>eCommerce</span>			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue	
<b>Facebook + Instagram</b>	155.55% <span>▲</span> <small>14,684 vs 5,746</small>	120.91% <span>▲</span> <small>11,293 vs 5,112</small>	189.34% <span>▲</span> <small>24,371 vs 8,423</small>	1.45% <span>▲</span> <small>49.64% vs 48.93%</small>	2.58% <span>▲</span> <small>4.11 vs 4.01</small>	18.89% <span>▲</span> <small>00:03:31 vs 00:02:57</small>	28.83% <span>▲</span> <small>0.17% vs 0.13%</small>	263.64% <span>▲</span> <small>40 vs 11</small>	835.71% <span>▲</span> <small>UAH 414,492.17 vs UAH 44,296.98</small>	
1. facebook / cpc										
Apr 13, 2018 - Aug 13, 2018	10,794 (70.60%)	7,993 (70.78%)	17,708 (72.66%)	49.96%	3.90	00:03:13	0.12%	22 (55.00%)	UAH 203,585.38 (49.12%)	
Dec 11, 2017 - Apr 12, 2018	2,525 (42.46%)	2,167 (42.39%)	3,835 (45.53%)	50.53%	3.74	00:03:12	0.08%	3 (27.27%)	UAH 2,574.23 (5.81%)	
% Change	327.49%	268.85%	361.75%	-1.14%	4.20%	0.73%	58.82%	633.33%	7,808.59%	
2. m.facebook.com / referral										
Apr 13, 2018 - Aug 13, 2018	2,039 (13.34%)	1,742 (15.43%)	2,544 (10.44%)	57.31%	3.48	00:02:34	0.20%	5 (12.50%)	UAH 2,066.48 (0.50%)	
Dec 11, 2017 - Apr 12, 2018	1,163 (19.56%)	1,095 (21.42%)	1,349 (16.02%)	57.08%	3.42	00:02:01	0.00%	0 (0.00%)	UAH 0.00 (0.00%)	
% Change	75.32%	59.09%	88.58%	0.41%	1.69%	26.90%	∞%	∞%	∞%	
3. l.facebook.com / referral										
Apr 13, 2018 - Aug 13, 2018	1,117 (7.31%)	715 (6.33%)	1,706 (7.00%)	54.10%	4.29	00:04:33	0.47%	8 (20.00%)	UAH 116,673.00 (28.15%)	
Dec 11, 2017 - Apr 12, 2018	803 (13.50%)	663 (12.97%)	1,103 (13.10%)	63.10%	3.17	00:02:32	0.73%	8 (72.73%)	UAH 41,722.75 (94.19%)	
% Change	39.10%	7.84%	54.67%	-14.26%	35.20%	79.39%	-35.35%	0.00%	179.64%	
4. facebook.com / referral										
Apr 13, 2018 - Aug 13, 2018	622 (4.07%)	243 (2.15%)	1,428 (5.86%)	39.01%	6.43	00:06:44	0.35%	5 (12.50%)	UAH 92,167.30 (22.24%)	
Dec 11, 2017 - Apr 12, 2018	202 (3.40%)	117 (2.29%)	423 (5.02%)	43.97%	4.90	00:03:47	0.00%	0 (0.00%)	UAH 0.00 (0.00%)	
% Change	207.92%	107.69%	237.59%	-11.29%	31.24%	77.84%	∞%	∞%	∞%	

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This report was generated on 9/7/18 at 3:07:14 PM - Refresh Report

## Segment - Facebook CPC:

Q Search Filters + Add filters to narrow the data you are seeing. Apr 13, 2018 - Aug 13, 2018

Account Overview Campaigns Ad Sets Ads

+ Create Duplicate Edit Rules

Ad Set Name	Website Purchases	Cost per Website Purchase	Website Adds to Cart	Website Checkouts Initiated	Website Registrations Completed	Website Purchase ROAS (Return)	Website Purchases Conversion	Page Likes	Page Engagement	Post Comments	Post Shares
[Redacted]	25	\$3.76	124	—	—	88.75	\$8,340.54	4	557	1	2
[Redacted]	7	\$22.71	22	—	—	4.88	\$775.66	20	2,208	3	4
[Redacted]	5	\$4.68	12	7	—	65.19	\$1,525.42	11	563	2	3
[Redacted]	2	\$5.71	6	8	—	48.32	\$551.28	7	297	—	2
[Redacted]	2	\$4.92	5	2	—	109.54	\$1,077.90	8	218	—	—
[Redacted]	1	\$0.05	1	—	—	6,762.40	\$338.12	—	4	—	1
[Redacted]	1	\$1.93	7	—	—	12.96	\$25.01	2	27	5	5
<b>Results from 84 ad sets</b> <small>Excludes deleted items</small>	50 Total	\$21.05 Per Action	255 Total	35 Total	— Total	14.58 Average	\$15,342.81 Total	347 Total	26,681 Total	33 Total	97 Total



Search Filters Add filters to narrow the data you are seeing. Apr 13, 2018 - Aug 13, 2018

Account Overview Campaigns Ad Sets Ads

Ad Set Name	Amount Spent	Link Clicks	Unique Clicks (All)	Landing Page Views	CPC (All)	Cost per Landing Page View	CTR (Link Click-Through)	Website Purchases	Cost per Website Purchase	Website Adds to Cart	Website Checkouts Initiated	
[Redacted]	\$93.98	512	292	415	\$0.13	\$0.23	2.20%	25	\$3.76	124	—	
[Redacted]	\$158.97	2,141	1,075	1,823	\$0.07	\$0.09	2.28%	7	\$22.71	22	—	
[Redacted]	\$23.40	507	490	395	\$0.03	\$0.06	10.78%	5	\$4.68	12	7	
[Redacted]	\$11.41	278	370	221	\$0.02	\$0.05	5.08%	2	\$5.71	6	8	
[Redacted]	\$9.84	191	242	160	\$0.03	\$0.05	5.70%	2	\$4.92	5	2	
[Redacted]	\$0.05	2	3	1	\$0.02	\$0.05	7.41%	1	\$0.05	1	—	
[Redacted]	\$1.93	2	21	—	\$0.08	—	0.24%	1	\$1.93	7	—	
Results from 84 ad sets Excludes deleted items		\$1,052.33 Total Spent	16,179 Total	12,400 Total	12,851 Total	\$0.04 Per Click	\$0.08 Per Action	3.43% Per Impre...	50 Total	\$21.05 Per Action	255 Total	35 Total

Search Filters Add filters to narrow the data you are seeing. Apr 13, 2018 - Aug 13, 2018

Account Overview Campaigns Ad Sets Ads

Ad Set Name	Delivery	Post Reactions	Post Comments	Post Shares	Link Clicks	Page Likes	CPC (Cost per Link Click)
[Redacted]	● Not Delivering Campaign is Off	38	1	2	512	4	\$0.18
[Redacted]	● Not Delivering Campaign is Off	40	3	4	2,141	20	\$0.07
[Redacted]	● Not Delivering Campaign is Off	40	2	3	507	11	\$0.05
[Redacted]	● Inactive	10	—	2	278	7	\$0.04
[Redacted]	● Not Delivering Campaign is Off	19	—	—	191	8	\$0.05
[Redacted]	● Not Delivering Campaign is Off	1	—	1	2	—	\$0.03
[Redacted]	● Not Delivering Campaign is Off	11	5	5	2	2	\$0.97
[Redacted]	● Not Delivering Campaign is Off	33	—	5	908	31	\$0.12
Results from 84 ad sets Excludes deleted items		715 Total	33 Total	97 Total	16,179 Total	347 Total	\$0.07 Per Action