Activewear Fitness Industry Strategic Lead Generation Campaign

Facebook Ads Campaign Optimization & Performance Analysis

Objective

Maximize the efficiency of Facebook Ads to boost purchases and generate quality leads for an activewear fitness brand. The primary focus was on driving website purchases while maintaining an exceptional return on ad spend through strategic campaign optimization.

Campaign Period

October 6 - November 6, 2024

Strategy

1. B2B Lead Generation

Launched a comprehensive campaign targeting B2B audiences for lead generation and website sign-ups, creating a strong foundation for customer acquisition.

2. Strategic Scaling

Increased daily budget strategically to maximize reach and conversions across high-performing campaigns, ensuring optimal resource allocation.

3. Ongoing Optimization

Continued refinement based on real-time performance data to optimize results, adjusting targeting, creatives, and bidding strategies for maximum efficiency.

Key Results

TOTAL PURCHASES	PURCHASE ROAS	TOTAL AD SPEND
436	**112.14**	**$1,798**

COST PER CLICK	TOTAL LINK CLICKS	PURCHASE VALUE
$0.23	**7,526**	**$97K**

Platform: Facebook Ads Manager

Campaign Analysis

During this campaign period, the Facebook Ads delivered exceptional results that exceeded industry benchmarks. The efficient scaling of the budget, alongside the strategic optimization of targeting and creatives, led to a significant increase in purchases and robust growth in website purchase value.

The ongoing adjustments based on performance data allowed the campaigns to achieve peak efficiency, with a **Purchase ROAS of 112.14** demonstrating outstanding return on investment. The **cost per click of $0.23** reflected highly efficient ad delivery and audience targeting.

The campaign generated **436 purchases** with a total website purchase value of **$97,000**, showcasing the brand's ability to convert ad engagement into meaningful revenue. With **7,526 link clicks**, the campaign demonstrated strong audience interest and engagement.

Campaign Screenshots

📊 Campaign Overview

📊 Performance Metrics

📊 Conversion Data

📊 Campaign Analytics

Client Testimonial

DigiBabaa's approach to Facebook Ads allowed us to scale our activewear business effectively. The optimized ad creatives and strategic scaling resulted in a significant increase in conversions and a fantastic ROI. We're thrilled with the results and look forward to continuing this partnership.

— Client Name, Activewear Fitness Brand

Conclusion

Through a combination of smart budgeting, creative ad strategies, and data-driven optimizations, DigiBabaa enabled the activewear fitness brand to achieve impressive performance metrics. This case study demonstrates the power of targeted campaigns and strategic scaling in driving conversions and maximizing return on investment.

The campaign's success was built on three key pillars: **B2B lead generation targeting**, **strategic budget scaling**, and **continuous performance optimization**. These elements combined to create a highly efficient advertising system that delivered measurable results and exceeded client expectations.

The exceptional Purchase ROAS of 112.14 showcases the effectiveness of DigiBabaa's AI-driven approach to Facebook advertising, proving that intelligent campaign management can transform advertising spend into substantial business growth.

Ready to Transform Your Advertising?

Contact DigiBabaa to discover how our tailored Facebook Ads strategies can help your activewear brand or any business achieve similar success.

www.digibabaa.com | info@digibabaa.com