

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

436

PURCHASE ROAS

112.14

TOTAL AD SPEND

\$1,798

COST PER CLICK

\$0.23

TOTAL LINK CLICKS

7,526

PURCHASE VALUE

\$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

Ad Set	Ad	Impressions	Reach	Frequency	Link Clicks	Cost	CPA	ROAS
Ad Set 1	Ad 1	100000	50000	2.0	1000	\$1000	\$1000	1.0
Ad Set 2	Ad 2	200000	100000	2.0	2000	\$2000	\$1000	2.0
Ad Set 3	Ad 3	300000	150000	2.0	3000	\$3000	\$1000	3.0
Ad Set 4	Ad 4	400000	200000	2.0	4000	\$4000	\$1000	4.0
Ad Set 5	Ad 5	500000	250000	2.0	5000	\$5000	\$1000	5.0

Performance Metrics

Metric	Value	Target	Variance
Impressions	1,500,000	1,200,000	+300,000
Reach	750,000	600,000	+150,000
Frequency	2.0	2.0	0.0
Link Clicks	7,526	6,000	+1,526
Cost	\$1,726	\$1,500	-\$226
CPA	\$0.23	\$0.25	-\$0.02
ROAS	112.14	100.00	+12.14
Purchases	436	400	+36
Revenue	\$97,000	\$80,000	+\$17,000

Conversion Data

Ad Set	Ad	Impressions	Reach	Frequency	Link Clicks	Cost	CPA	ROAS
Ad Set 1	Ad 1	100000	50000	2.0	1000	\$1000	\$1000	1.0
Ad Set 2	Ad 2	200000	100000	2.0	2000	\$2000	\$1000	2.0
Ad Set 3	Ad 3	300000	150000	2.0	3000	\$3000	\$1000	3.0
Ad Set 4	Ad 4	400000	200000	2.0	4000	\$4000	\$1000	4.0
Ad Set 5	Ad 5	500000	250000	2.0	5000	\$5000	\$1000	5.0

Campaign Analytics

Ad Set	Ad	Impressions	CPM	Reach	Frequency	CTR	Link Clicks	EPC	CPA	Purchase ROAS	Attribution	Results	Cost per result
Ad Set 1	Ad 1	100,000	\$0.21	50,000	2.0	3.6%	1,221	\$0.23	\$0.23	112.14	Facebook	524	\$0.23
Ad Set 2	Ad 2	200,000	\$0.21	100,000	2.0	3.7%	1,996	\$0.23	\$0.23	112.14	Facebook	353	\$0.23
Ad Set 3	Ad 3	300,000	\$0.21	150,000	2.0	3.4%	2,324	\$0.23	\$0.23	112.14	Facebook	433	\$0.23
Ad Set 4	Ad 4	400,000	\$0.21	200,000	2.0	3.6%	2,730	\$0.23	\$0.23	112.14	Facebook	458	\$0.23
Ad Set 5	Ad 5	500,000	\$0.21	250,000	2.0	3.4%	3,205	\$0.23	\$0.23	112.14	Facebook	436	\$0.23
Total		1,500,000	\$0.21	750,000	2.0	3.5%	11,876	\$0.23	\$0.23	112.14	Facebook	2,108	\$0.23

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.

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