E-commerce Success: Maximizing Sales and ROI with Optimized Facebook Ads

Driving 112 Website Purchases with Smart Targeting

Client Overview

INDUSTRY
E-commerce / Retail

OBJECTIVE
Increase website purchases and drive higher ROI

CHALLENGE
Optimize ads for consistent conversions at lower cost per purchase

SOLUTION
AI-powered Facebook Ads optimization

The Challenge

Despite investing a significant budget into Facebook Ads, the client struggled to achieve consistent website purchases at an efficient cost. The goal was to lower the cost per purchase while increasing the total number of sales, balancing growth with budget efficiency.

Our Solution

1. Audience Segmentation

Fine-tuned audience targeting based on real-time performance data to reach users more likely to convert. Leveraged behavioral signals and purchase intent to maximize relevance.

2. Creative Testing

Created multiple variations of ads and tested them systematically to ensure the highest performing creatives were prioritized. AI algorithms identified winning combinations faster than traditional methods.

3. Dynamic Bidding Strategy

Employed a dynamic bidding strategy to maximize budget efficiency and optimize ad delivery specifically for conversions. Real-time adjustments ensured every dollar was spent on high-converting placements.

Results

WEBSITE PURCHASES	COST PER PURCHASE	TOTAL AD SPEND
112	**$10.68**	**$1,196.13**

TOTAL REACH

819.2K – 2.4M People

DAILY CONVERSIONS	PERFORMANCE
2–12	**Optimized & Stable**

Platform: Facebook Ads Manager

📊 Proof of Results - Facebook Ads Manager Dashboard
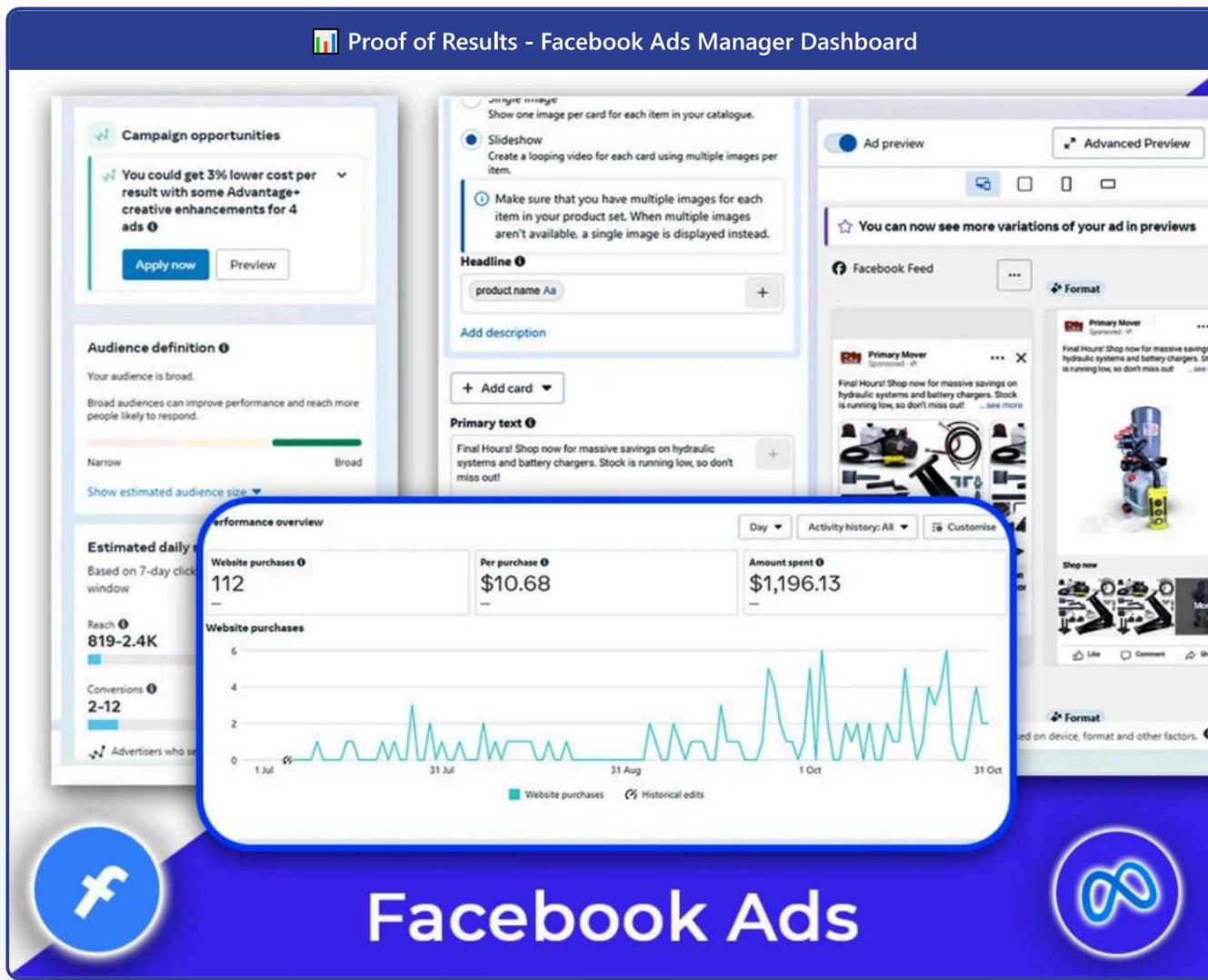
Facebook Ads

Client Testimonial

> *DigiBabaa's AI-driven approach to Facebook Ads helped us scale our website purchases while keeping the cost per purchase under control. Their expert optimization strategies made a noticeable difference in our ROI, and we've seen consistent, sustainable growth in our sales.*
>
> **— Client Name, E-commerce Company**

Key Takeaways

By leveraging **intelligent audience targeting**, **creative optimization**, and **dynamic bidding strategies**, DigiBabaa enabled the client to generate 112 website purchases at a cost-effective price of $10.68 per purchase.

The campaign achieved a steady flow of sales while optimizing budget and performance over time. This case study demonstrates the transformative power of AI in driving e-commerce sales and maximizing advertising ROI.

Ready to Scale Your Sales?

Contact DigiBabaa to learn how our Facebook Ads optimization services can help you drive more sales with smart targeting and AI-driven strategies.

www.digibabaa.com | akbar@digibabaa.com