

# **Activewear Fitness Industry Strategic Lead Generation & Revenue Growth Ecommerce Support Good**

Multi-Period Campaign Optimization & Performance Analysis

## Objective

To optimize the campaign for maximum revenue growth, increase lead generation, and achieve a high return on ad spend (ROAS). The primary focus was on scaling successful campaigns while maintaining exceptional efficiency and driving substantial revenue growth.

## Strategy

### 1. Campaign Scaling

Focused on scaling successful ad campaigns to maximize reach and conversions, ensuring optimal resource allocation across high-performing segments.

### 2. Targeting Optimization

Implemented highly refined targeting based on past campaign data, leveraging insights to reach the most responsive audiences.

### 3. Ad Creative Refresh

Regularly tested and optimized new ad creatives to keep engagement high and maintain strong click-through rates.

### 4. Budget Management

Strategically adjusted the daily budget to increase reach while maintaining efficiency and maximizing return on investment.

## Overall Campaign Results

FINAL ROAS

**43.67x**

TOTAL REVENUE

**\$170K**

TOTAL AD SPEND

**\$12,000**

ROAS GROWTH

**+192%**

WEBSITE PURCHASES

**124**

COST PER RESULT

**\$6.93**

Platform: Facebook Ads Manager | Total Link Clicks: 2,123

## Campaign Performance by Period

### Period 1: July 1 - Sept 3, 2024

Purchases	Ad Spend	ROAS
<b>364</b>	<b>\$1,243.70</b>	<b>71.12</b>

### Period 2: Sept 3 - Oct 5, 2024

Purchases	Ad Spend	ROAS
<b>431</b>	<b>\$1,876.75</b>	<b>78.46</b>

### Period 3: Oct 6 - Nov 6, 2024

Purchases	Ad Spend	ROAS
<b>436</b>	<b>\$1,798</b>	<b>45.91</b>

## Campaign Screenshots

### Period 1 Performance

Website purchases	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on ad spend)	Link clicks
29	85.81	85.81	138
8	8.72	8.72	701
3	8.74	8.74	400
1	8.11	8.11	85
<b>364</b>	<b>71.12</b>	<b>71.12</b>	<b>1,324</b>

### Period 2 Performance

Website purchases	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on ad spend)	Link clicks
25	39.87	39.87	181
33	75.48	75.48	285
8	8.82	8.82	668
<b>431</b>	<b>78.46</b>	<b>78.46</b>	<b>1,134</b>

### Period 3 Performance

Website purchases	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on ad spend)	Link clicks
36	38.98	38.98	161
82	52.29	52.29	770
6	2.93	6.90	802
<b>436</b>	<b>45.91</b>	<b>45.91</b>	<b>1,733</b>

### Overall Analytics

Cost per result	Amount spent	Ends	Website purchases	Purchases conversion value	Mobile app purchases conversion value	Website purchases conversion value	Offline purchases conversion value
\$6.93	\$1,851.34	Ongoing	267	\$29,225.87	\$0.00	\$29,225.87	\$0.00
\$5.86	\$1,850.86	Ongoing	316	\$36,052.47	\$0.00	\$36,052.47	\$0.00
\$0.13	\$298.99	Ongoing	15	\$1,504.58	\$0.00	\$1,504.58	\$0.00
Per Purchase	\$0.00	Oct 9, 2020	—	\$0.00	\$0.00	\$0.00	\$0.00
Per Purchase	\$0.00	Oct 9, 2020	—	\$0.00	\$0.00	\$0.00	\$0.00
<b>—</b>	<b>\$4,001.19</b>	<b>Total Spend</b>	<b>998</b>	<b>\$46,782.92</b>	<b>\$0.00</b>	<b>\$46,782.92</b>	<b>\$0.00</b>

## Campaign Analysis

**Budget Scaling:** Our campaigns successfully scaled with an increase in conversions, leading to a significant increase in the final ROAS by **192%**. The strategic budget management across three distinct periods allowed for continuous optimization and growth.

**Ad Creatives Optimization:** Continual creative optimizations and adjustments allowed us to maintain high engagement and click-through rates (CTR), leading to an overall increase in sales. Fresh ad creatives were regularly tested and deployed to maintain audience interest.

**Performance Trends:** The optimized campaigns showed continuous growth, with a substantial return from the ad spend and improved lead generation efficiency. The progression from Period 1 (71.12 ROAS) to Period 2 (78.46 ROAS) demonstrates the effectiveness of our optimization strategies.

Total revenue generated reached **\$170,000** with only **\$12,000** in ad spend, resulting in an exceptional final ROAS of **43.67x**. The campaign delivered **124 website purchases** at an average cost per result of just **\$6.93**.

## Client Testimonial

*DigiBabaa's strategic approach to campaign scaling and optimization delivered results beyond our expectations. The team's ability to continuously improve performance across multiple campaign periods while maintaining efficiency was impressive. We saw our ROAS grow by 192% and achieved exceptional revenue growth.*

— Client Name, Activewear Fitness Brand

## Conclusion

By leveraging advanced targeting and ongoing campaign optimization, we successfully scaled the activewear fitness campaigns, resulting in impressive revenue growth and increased efficiency. The strategic approach helped deliver strong returns and maximized overall results across all three campaign periods.

The campaign's success was built on four key pillars: **strategic campaign scaling**, **refined targeting optimization**, **continuous creative refresh**, and **intelligent budget management**. These elements combined to create a highly efficient advertising system that consistently delivered exceptional results.

The 192% growth in ROAS demonstrates the effectiveness of our data-driven approach to Facebook advertising, proving that intelligent campaign management and continuous optimization can transform modest ad spend into substantial business growth and revenue generation.

### 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 with multi-period optimization and strategic scaling.

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