

\$500k Monthly with Meta ads for a Furniture Brand on Shopify

Off / On	Campaign	Delivery	Date created	Date last edited	Budget	Amount spent	Purchases conversion...	Purchases	Cost per purchase	Purchase ROAS (return on ad...	Checko...
	Santiago / Sales / All Retargeting Manual / ...	Active	Dec 26, 2024	Jan 25, 2025	\$140.00 (Daily)	\$6,143.60	\$22,255.11	17	\$361.70	5.27	
	Santiago / Sales / Frontend...	Active	Dec 26, 2024	Jan 30, 2025	\$135.00 (Daily)	\$2,622.29	\$20,286.23	22	\$91.93	10.88	
	ADN+ Scaling Campaign - USA	Active 1 recommendation	Oct 7, 2024	Jan 27, 2025	\$400.00 (Daily)	\$22,545.62	\$18,985.85 ¹⁴	135 ¹⁴	\$163.39 ¹⁴	3.30 ¹⁴	
	3. Retargeting Campaign	Active 1 recommendation	Oct 13, 2023	Dec 25, 2024	Using ad set bud...	\$7,221.44	\$61,205.23	86	\$82.97	6.40	
	Collection - Backpack	Active 1 recommendation	Oct 4, 2024	Jan 26, 2025	\$157.00 (Daily)	\$5,463.25	\$27,763.50	46	\$117.46	4.99	
	Santiago / Catalog Sales Campaign / All Retarg...	Active	Dec 26, 2024	Jan 26, 2025	\$112.00 (Daily)	\$4,040.62	\$27,805.35 ¹⁴	44 ¹⁴	\$35.36 ¹⁴	6.57 ¹⁴	
	Collection - Chandeliers	Active 1 recommendation	Aug 15, 2024	Jan 26, 2025	\$150.00 (Daily)	\$2,907.79	\$26,826.39 ¹⁴	25 ¹⁴	\$281.97 ¹⁴	2.71 ¹⁴	
	Product - Eghysol Accent Chair	Off	Oct 12, 2024	Jan 24, 2025	\$210.00 (Daily)	\$3,673.60	\$22,115.55	24	\$153.08	6.87	
	Series - Audience Testing - USA - 1	Active	Dec 26, 2024	Jan 26, 2025	\$140.00 (Daily)	\$4,570.15	\$26,236.80 ¹⁴	31 ¹⁴	\$37.45 ¹⁴	4.37 ¹⁴	
	Santiago - Product - Lamean Crystal Chandelier	Active 1 recommendation	Dec 31, 2024	Dec 31, 2024	Using ad set bud...	\$2,270.10	\$18,766.37 ¹⁴	21 ¹⁴	\$137.25 ¹⁴	7.20 ¹⁴	
	Country - Winner Scaling - USA	Active 1 recommendation	Dec 19, 2024	Dec 19, 2024	\$100.00 (Daily)	\$2,686.43	\$16,773.68	23	\$126.85	5.62	
	Santiago - Product - Thelios Round Chandelier	Active	Jan 15, 2025	Jan 15, 2025	Using ad set bud...	\$2,009.24	\$15,223.88 ¹⁴	21 ¹⁴	\$35.95 ¹⁴	7.58 ¹⁴	
	Results from 200 campaigns					\$115,396.44	\$563,325.85	319	\$361.74	4.34	
						Total spent	Total	Total		Avg. ROAS	Average

Working as a Media Buyer to increase Residence Supply's turnover and scale on a digital advertising platform such as Meta, TikTok, alongside its creative team to test between 20 and 50 new products per month.