

10K in 45 days from Facebook Ads for eCommerce Store

Campaigns		Ads									
Off / On	Campaign	Delivery	Budget	Amount spent	Results	Purchases	Conversion	Purchases	Cost per purchase	Purchase ROAS	Website
											Conversion
Off	Sa1 / ASC+ Campaign - Saudi Arabia Campaign	Active	Using ad set budget	14,161.0	1.1M Website Purchase	1,159,000.00	1.0%	2.0M	AED 50.00	34.43	100.00
On	Sa1 / ASC+ Campaign - DAU	Active	Using ad set budget	16,582.0	—	6,000.0	—	—	—	—	—
On	Sa1 / Presentation - Sales - ABC-ImagePack 1...	Active	Using ad set budget	337,691.0	2.1M Website purchases	1,694,000.00	2.0%	3.0M	AED 100.00	3.05	2.00
On	F1 - Presentation - Instagram profile view	Active	4,000.0 Daily	49,610.0	442 Instagram Profile View	0.000.0	—	—	—	—	—
On	F1 - Presentation - ThisPlay - 2 Videos	Active	8,000.0 Daily	83,420.0	30,000 Views	0.000.0	—	—	—	—	—
On	Presentation - Causipack 1 - Saudi Arabia - ...	Active	Using ad set budget	1,081,510.0	6.9M Website purchases	5,091,000.00	3.0%	100,240.0	AED 51.00	13.85	—
On	F1 - Presentation - Videos Pack 1 - Saudi Arabi...	Active	Using ad set budget	2,645,550.0	11.1M Website purchases	9,771,200.00	3.5%	280,500.0	AED 35.00	3.62	—
On	F2 + F3 - Retargeting - Videos Pack 3 - 13/12/...	Active	240,000.0 Daily	1,800,210.0	23,477,100.00	21.00	23.477,100.00	22,224.0	AED 74.00	7.44	—
On	F1 - Presentation - Home URL - Video Pack 1 - ...	Active	Using ad set budget	2,464,100.0	15.0M Website purchases	5,173,100.00	3.0%	255,024.0	AED 141.00	2.03	—
Off	Test CPO 50 AED	Off	50,000.0 Daily	80,460.0	—	0.000.0	—	—	—	—	—
On	Sa1 / Presentation - Home URL - ImagePack 1	Off	Using ad set budget	4,25,720.0	1.0M Website Purchase	480,000.00	1.0%	480,720.0	AED 1.00	0.149	—
On	F1 - Presentation - Home URL - Video Pack 2 - ...	Off	Using ad set budget	217,070.0	—	0.000.0	—	—	—	—	—
Results from 17 campaigns				10,475,300.0	Total spent	£1,005,500.00	Total	161,810.0	Total	4.78	Total

I work as a Media Buyer for the RollyRider brand in Dubai, we started from scratch and in its first 45 days we reached the first 10K USD in sales

