

# Facebook Ads & Media Buyer for B2B Ecommerce Cleaning Supplies

Campaigns										
Ad sets										
Ads										
+ Create Duplicate Edit A/B test More Columns: Unsaved Breakdown Reports Export Charts										
Off / On	Campaign	It spent	Ends	CTR (all)	CPM (cost per 1,000 impressions)	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on ad...	Purchases conversion value		
	Ad - Prospecting	\$8,025.47	Ongoing	1.08%	\$15.19	5.39	5.39	\$43,282.17		
	Ad - Prospecting	\$28.21	Jul 4, 2023	0.53%	\$16.62	—	—	\$0.00		
	Ad - Dynamic Remarketing	\$5,511.67	Ongoing	0.60%	\$35.00	4.33	4.33	\$23,853.97		
	Ad - Cold Prospecting	\$6,507.49	Ongoing	0.74%	\$17.26	0.13	0.13	\$840.95		
	Ad - Traffic	\$7,983.61	Ongoing	0.50%	\$3.73	—	—	\$0.00		
	Ad - General Remarketing	\$18,583.56	Ongoing	0.43%	\$17.29	7.99	7.99	\$148,444.66		
Results from 6 campaigns		\$46,640.01 Total spent		0.58% Per impressions	\$10.90 Per 1,000 impressions	4.64 Average	4.64 Average	\$216,421.78 Total		

From July 2023 to July 2024, I managed the full-funnel Meta Ads strategy for BuyDirect, a B2B ecommerce platform for cleaning products. I launched and scaled 5 custom campaigns (Cold Prospecting, Advantage+ Shopping, Dynamic Remarketing, General Remarketing, and Traffic), achieving \$216,421 in tracked revenue from \$46,640 in spend — a 4.64x ROAS. My role included ad setup, testing, audience optimization, budget scaling, and weekly reporting for profitable growth.