



CASE STUDY

HIGH TRAFFIC, LOW SALE

Client:	Confidential Ecommerce Brand
Country:	Netherlands
Industry:	Ecommerce
Niche:	Mobile Accessories & Travel Gadgets
Target Market:	Eastern Europe
Campaign Objective:	Website Purchases (Meta Ads)
Project Duration:	3 Months

The Challenge:

The client was already generating a healthy volume of website traffic through Meta Ads, but sales weren't keeping up. Visitors were clicking through to the Shopify store, yet too many were leaving before completing a purchase. Checkout abandonment remained high, acquisition costs were becoming inconsistent and overall ROAS wasn't where the business needed it to be.

Rather than increasing the advertising budget, we focused on improving the entire conversion journey.

What Contributed to These Results:

The biggest improvement didn't come from spending more, it came from making better decisions with the existing budget.

Several factors played a key role:

- Better audience segmentation.
- Stronger creative testing.
- Accurate conversion tracking.
- Consistent weekly optimization.
- Smarter retargeting.
- Budget allocation based on winning campaigns.
- Continuous analysis of customer behavior throughout the purchase journey.



Final Month Results:

The results below represent the **third and final month** of the optimization period.

Campaign Performance:

- 193 Website Purchases
- 3.2 Average ROAS
- €26.82 Average Cost Per Purchase
- €5,175.58 Total Ad Spend
- 1,274,015 Impressions
- 366,432 People Reached

These improvements reflected a more efficient advertising account, stronger purchase intent and a smoother customer journey from ad click to completed checkout.

Columns: Copy of Performance Breakdown Grouping							
Results ↓	Purchase ROAS... ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓	Impressio... ↑↓	Reach ↑↓	
64 Website purchases	2.42	€30.70 Per purchase	Using campaign...	€1,964.88	573,625	217,479	
30 Website purchases	5.25	€13.88 Per purchase	Using campaign...	€416.41	79,355	20,446	
25 Website purchases	2.94	€24.57 Per purchase	Using campaign...	€614.14	100,659	54,911	
18 Website purchases	5.72	€13.86 Per purchase	Using campaign...	€249.52	33,100	12,975	
13 Website purchases	2.53	€23.43 Per purchase	Using campaign...	€304.61	54,191	16,836	
11 Website purchases	4.04	€21.43 Per purchase	Using campaign...	€235.70	34,731	18,542	
10 Website purchases	3.36	€19.82 Per purchase	Using campaign...	€198.17	23,646	8,597	
4 Website purchases	8.64	€8.63 Per purchase	Using campaign...	€34.50	4,548	2,433	
193 Website purchases	2.80 Average	€26.82 Per purchase		€5,175.58 Total Spent	1,274,015 Total	366,432 Meta accounts	



Key Takeaway:

High traffic doesn't automatically create sales. In this project, the real opportunity wasn't generating more visitors, it was improving what happened after they arrived.

By combining Meta's AI-powered campaign optimization with stronger creatives, accurate tracking and a conversion-focused strategy, the account became significantly more efficient over three months. The final month's performance demonstrated that consistent optimization can deliver sustainable growth without relying solely on higher ad spend.

