

DIGITAL ADVERTISING CAMPAIGN PORTFOLIO



TXDYNAMICS.IO

TRUSTED BY



BARE KIND



O I L L I F ETM
essentials to empower & inspire



CASE STUDY 01 - ECOMMERCE STORE/FACEBOOK ADS

AD SPEND: £40K
REVENUE: £210K
ROAS: 5.27X

Amount Spent	Purchases Conversion Value	Purchase ROAS (Return on Ad Spend)	CPM (Cost per 1,000 Impressions)	Unique CTR (Link Click-Through Rate)	CPC (Cost per Link Click)	Website Purchase ROAS (Return on Ad...)
£131.09	£1,658.45	12.65	£4.57	1.76%	£0.40	12.65
£26.26	£2,829.37	112.06	£9.07	3.84%	£0.30	112.06
£83.08	£213.97	2.58	£8.29	0.86%	£1.51	2.58
£16.63	£0.00	—	£13.12	4.58%	£0.58	—
£204.62	£2,078.04	7.30	£5.22	1.15%	£0.30	7.30
£532.88	£2,932.75	5.51	£5.60	1.16%	£1.10	5.51
£78.39	£493.28	6.30	£8.48	0.79%	£1.57	6.30
£498.89	£2,308.74	4.61	£5.80	0.87%	£1.45	4.61
£358.94	£495.69	1.38	£5.45	0.61%	£1.92	1.38
£161.48	£995.00	5.98	£5.12	0.47%	£1.29	5.98
£109.08	£299.80	2.75	£8.03	1.21%	£2.37	2.75
£4.18	£0.00	—	£3.15	1.63%	£0.25	—
£39,404.91 Total Spent	£207,636.79 Total	5.27 Average	£4.12 Per 1,000 Impressions	1.85% Per Person	£0.62 Per Action	5.27 Average

BEFORE I STARTED WORKING - YEAR 2020

Spent	Purchases Conversion Value	Purchase ROAS (Return on Ad Spend)	CPM (Cost per 1,000 Impressions)	Unique CTR (Link Click-Through Rate)	CPC (Cost per Link Click)	Website Purchase Conversion...	Website Purchase (Return...
£986.83	£7,332.28	7.43	£8.98	1.80%	£0.83	£7,332.28	7.43
£886.35	£5,934.89	6.69	£8.77	1.78%	£0.75	£5,934.89	6.69
£90.76	£0.00	—	£13.53	0.82%	£2.56	£0.00	—
£700.00	£835.04	1.19	£14.00	0.86%	£3.47	£835.04	1.19
£38.26	£152.89	4.00	£16.10	4.62%	£1.09	£152.89	4.00
£57.26	£1,744.07	29.94	£9.57	2.48%	£1.10	£1,744.07	29.94
£21.48	£976.92	45.52	£9.67	2.34%	£0.72	£976.92	45.52
£464.03	£807.27	1.74	£7.45	2.27%	£0.71	£807.27	1.74
£1,159.11	£11,100.80	9.58	£10.62	2.66%	£0.83	£11,100.80	9.58
£103.40	£2,921.18	28.34	£9.23	5.34%	£0.71	£2,921.18	28.34
£15.28	£0.00	—	£8.28	0.70%	£1.27	£0.00	—
£2,076.60	£17,319.88	8.34	£9.15	1.39%	£1.23	£17,319.88	8.34
£32,241.80 Total Spent	£324,132.75 Total	10.05 Average	£7.59 Per 1,000 Impressions	3.14% Per Person	£0.77 Per Action	£324,132.75 Total	10.05 Average

AND THESE ARE THE RESULTS!! - YEAR 2021

AD SPEND: £32K
REVENUE: £325K
ROAS: 10.05X

COMMENTS

Return on Ad Spend hit a all-time high value with an addition of potential revenue! Landing page optimization & testing were the main factors leading business to this position

15 selected x

Ad sets for 15 Campaigns

Ads for 15 Campaigns

Rules ▾

View Setup

Columns: Custom ▾

Breakdown ▾

Spent	Purchases Conversion Value	Purchase ROAS (Return on Ad Spend)	CPM (Cost per 1,000 Impressions)	Unique CTR (Link Click-Through Rate)	CPC (Cost per Link Click)	Website Purchases Conversion...	Website Purchases (Return on Ad Spend)
£986.83	£7,333.78 [2]	7.43 [2]	£8.98	1.80%	£0.83	£7,333.78 [2]	
£686.35	£5,934.99 [2]	8.65 [2]	£8.77	1.78%	£0.75	£5,934.99 [2]	
£30.76	£0.00	—	£13.53	0.82%	£2.56	£0.00	
£700.00	£835.94 [2]	1.19 [2]	£14.90	0.86%	£3.47	£835.94 [2]	
£38.26	£152.89 [2]	4.00 [2]	£16.10	4.62%	£1.09	£152.89 [2]	
£67.26	£1,737.07 [2]	25.83 [2]	£9.57	2.48%	£1.10	£1,737.07 [2]	
£21.48	£876.92 [2]	40.82 [2]	£9.67	2.34%	£0.72	£876.92 [2]	
£464.03	£807.27 [2]	1.74 [2]	£7.45	2.27%	£0.71	£807.27 [2]	
£1,159.11	£11,100.80 [2]	9.58 [2]	£10.62	2.56%	£0.83	£11,100.80 [2]	
£103.40	£2,932.18 [2]	28.36 [2]	£9.23	5.34%	£0.71	£2,932.18 [2]	
£15.28	£0.00	—	£8.28	0.70%	£1.27	£0.00	
£2,976.69	£17,319.88 [2]	5.82 [2]	£9.15	1.32%	£1.23	£17,319.88 [2]	
£32,241.89 Total Spent	£324,132.75 [2] Total	10.05 [2] Average	£7.59 Per 1,000 Impressions	3.14% Per Person	£0.77 Per Action	£324,132.75 [2] Total	





Top Tier Landscape Construction

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Are you a skilled operator looking for your next challenge? Mini Excavators, Skip loaders, Backhoes, and Track Loaders, are ...See more

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✉️ Jobs@toptierlandscape.com

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Apply now



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APPLY NOW!

✉️ Jobs@toptierlandscape.com

📞 951-335-8319

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Now Hiring landscape Technicians !! Apply Now !!

Apply now



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Accent your home with our custom wood signs.

🌟 Free delivery 🌟 Orders shipped ...See more



carpenter-farmhouse.com
Handcrafted Custom Wood Signs

Shop now

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Ad sets for 2 Campaigns

Ads

Rules ▾

View Setup **III**

Results	Reach	Impressions	Cost per result	Amount spent
32 ⁽¹⁾ Website Purchases	17,865	123,230	\$32.81 ⁽¹⁾ Per Purchase	\$1,049.93
47 ⁽¹⁾ Website Purchases	25,601	161,961	\$22.69 ⁽¹⁾ Per Purchase	\$1,066.26
70 ⁽¹⁾ Website Purchases	4,060	47,213	\$9.61 ⁽¹⁾ Per Purchase	\$672.77
— Website Purchase	728	833	— Per Purchase	\$4.41
— Website Purchase	32	32	— Per Purchase	\$0.02
149 ⁽²⁾ Website Purchases	36,506 People	333,269 Total	\$18.75 ⁽²⁾ Per Purchase	\$2,793.39 Total Spent

Carpenter Farmhouse
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Bring happiness of Neon Vibe at your spaces with a quality LED custom neon name sign today 🌟🌟 ...See more




Custom Neon Sign
Best Selling Sig... **Shop now**

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PREVIEW OF SUCCESSFUL ADS

theartificialgrass.co.uk
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Find The Perfect Grass 🌿
Fast 1-5 Working Days Delivery 🚚



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£8.99 m² Only!

[Get offer](#)

✔️ **Birch 37mm Luxury Range**
£14.99 m² Only!

👍👎 124 169 Comments 6 Shares

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✔️ Deluxe 32mm £8.99 m², Deluxe 37mm £11.79 m² & Deluxe 42mm Only £10.99m²!




THEARTIFICIALGRASS.CO.UK
✔️ **Fast 1-5 Working Days Delivery!** [Get offer](#)

👍 1.7K 2.3K Comments 314 Shares

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Sponsored

🌿 Deluxe 32mm £8.99 m², Deluxe 37mm £11.79 m² & Deluxe 42mm Only £10.99m²! 🚚

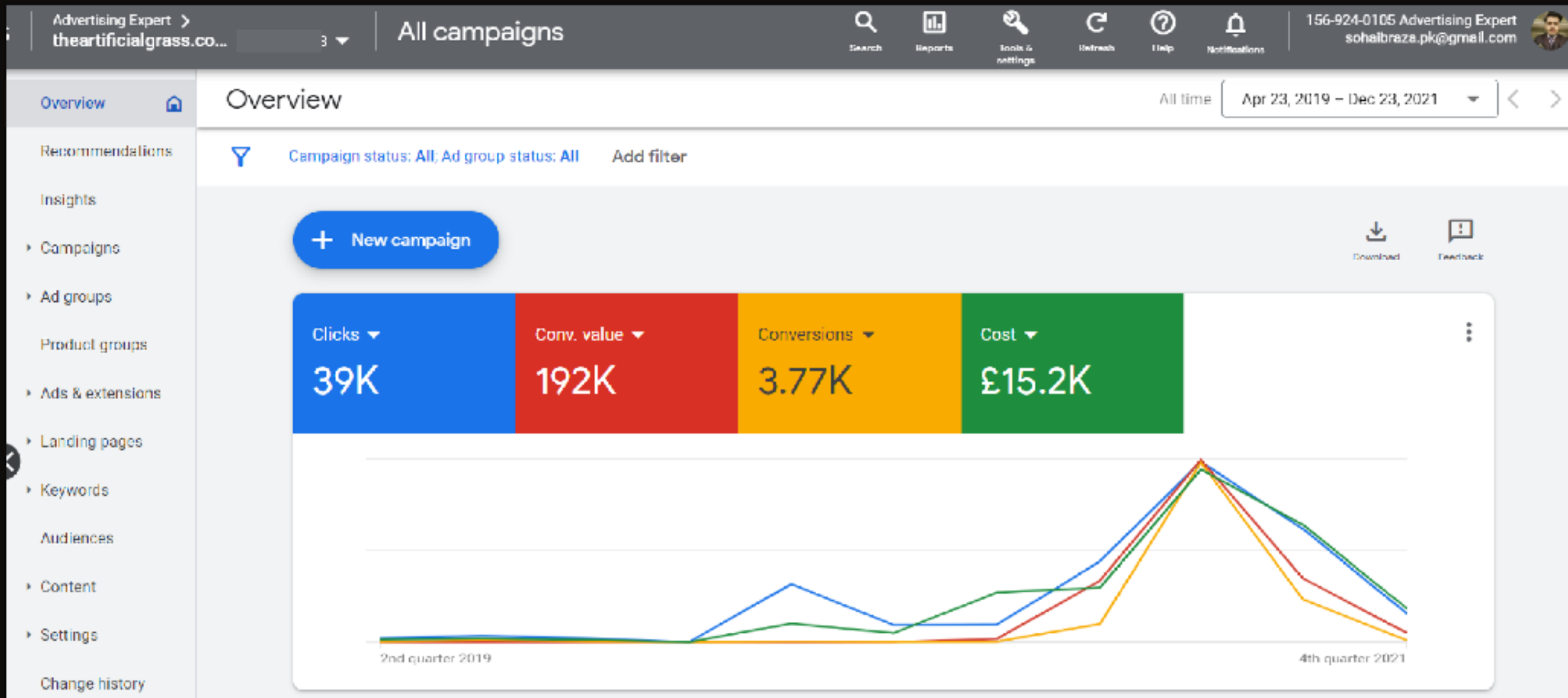


THEARTIFICIALGRASS.CO.UK
✔️ **FAST 1-5 Working Days Delivery!** [SHOP NOW](#)

👍👎👤 Chris Moss ... 20 Comments 1 Share

👍 Like 💬 Comment ➦ Share

CASE STUDY 01 - ECOMMERCE STORE/GOOGLE ADS



COMMENTS

I suggested client to run Google ads this year, we started in Jan 2021 and got amazing results with our strategies. Keywords and ads were properly optimized and we achieved outstanding return on ad spend of 12.6.

Most-shown search ads

theartificialgrass.co.uk (general) > Artificial Grass




Ad	Impressions	Clicks	CTR
Enabled	79,966	3,154	3.94%

Display ads

Sort by: Impressions

Ad group 1

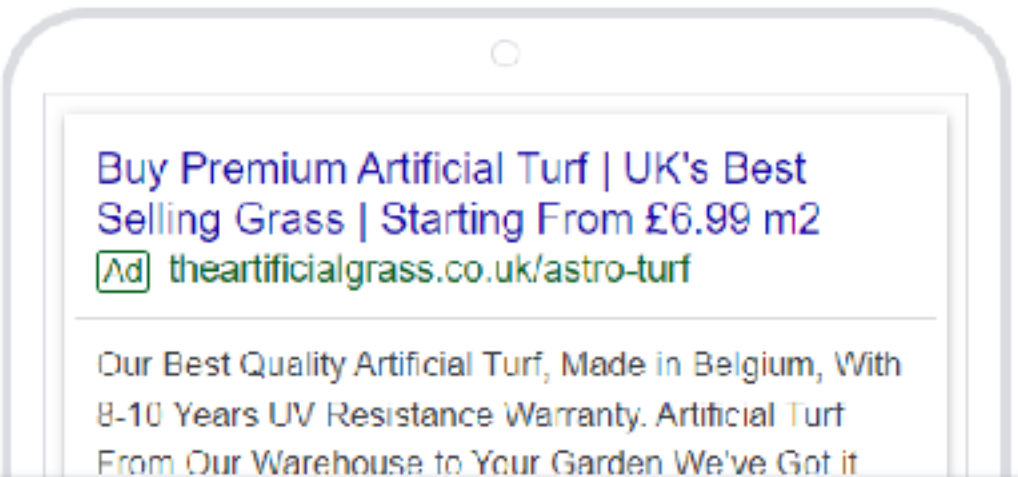


Ad	Impressions	Clicks	CTR
Enabled	196,675	1,671	0.85%

Display ads Extensions < 1 / 1 >

Most-shown search ads

theartificialgrass.co.uk (general) > Astro Turf



Ad	Impressions	Clicks	CTR
Enabled	5,700	243	4.26%

PREVIEW OF SUCCESSFUL ADS



CASE STUDY 02 - ECOMMERCE STORE/FACEBOOK ADS

Apr 1, 2021 - Apr 30, 2021

Ad sets for 2 Campaigns

View Setup Columns: Custom Breakdown Reports

Amount Spent	Purchase ROAS (Return on Ad Spend)	Purchases Conversion Value	CPM (Cost per 1,000 Impressions)	CTR (All)	CPC (All)
£24.85	2.55	£56.60	£3.11	2.73%	£0.11
£483.20	4.09	£1,975.73	£3.60	3.32%	£0.11
—	—	£0.00	—	—	—
—	—	£0.00	—	—	—
—	—	£0.00	—	—	—
—	—	£0.00	—	—	—
—	—	£0.00	—	—	—
—	—	£0.00	—	—	—
—	—	£0.00	—	—	—
—	—	£0.00	—	—	—
—	—	£0.00	—	—	—
£508.05	4.02	£2,041.23	£3.57	3.29%	£0.11
Total Spent	Average	Total	Per 1,000 Impressions	Per Impressions	Per Click

BEFORE I STARTED WORKING - APRIL 21

May 1, 2021 - May 31, 2021

Ad sets for 4 Campaigns

View Setup Columns: Custom Breakdown Reports

Amount Spent	Purchase ROAS (Return on Ad Spend)	Purchases Conversion Value	CPM (Cost per 1,000 Impressions)	CTR (All)	CPC (All)
—	—	£0.00	—	—	—
£162.47	4.11	£663.09	£6.11	3.90%	£0.15
£135.72	5.90	£800.50	£5.32	3.57%	£0.15
£111.03	4.40	£489.11	£5.67	3.41%	£0.17
£39.65	5.31	£210.56	£9.97	4.32%	£0.23
£52.37	4.94	£263.48	£10.77	3.81%	£0.28
—	—	£0.00	—	—	—
—	—	£0.00	—	—	—
—	—	£0.00	—	—	—
—	—	£0.00	—	—	—
—	—	£0.00	—	—	—
—	—	£0.00	—	—	—
—	—	£0.00	—	—	—
—	—	£0.00	—	—	—
—	—	£0.00	—	—	—
—	—	£0.00	—	—	—
£1,400.65	4.66	£6,524.62	£5.75	3.66%	£0.16
Total Spent	Average	Total	Per 1,000 Impressions	Per Impressions	Per Click

IMPLEMENTED A FUNNEL WIDE CAMPAIGN - MAY 21

COMMENTS

Right after the start of our contract 300% boost in monthly revenue was observed with the launch of Funnel Campaign Strategy that needed a daily base analysis!



CASE STUDY 02 - ECOMMERCE STORE/FACEBOOK ADS

Jun 1, 2021 - Jun 30, 2021

Ad sets for 10 Campaigns | Ads for 10 Campaigns

View Setup | Columns: Custom | Breakdown | Reports

Amount Spent	Purchase ROAS (Return on Ad Spend)	Purchases Conversion Value	CPM (Cost per 1,000 Impressions)	CTR (All)	CPC (All)
-	-	£0.00	-	-	-
-	-	£0.00	-	-	-
-	-	£0.00	-	-	-
-	-	£0.00	-	-	-
-	-	£0.00	-	-	-
£6.50	-	£0.00	£14.64	0.90%	£1.63
£7.81	-	£0.00	£21.75	1.39%	£1.56
£0.87	-	£0.00	£32.22	3.70%	£0.87
£10.36	-	£0.00	£9.02	2.56%	£0.36
£10.48	1.54 ^(M)	£16.19 ^(M)	£16.08	1.13%	£1.50
£80.71	3.36 ^(M)	£271.10 ^(M)	£4.38	2.93%	£0.15
£28.09	3.81 ^(M)	£107.02 ^(M)	£4.06	1.92%	£0.21
£1,551.45 Total Spent	3.07 ^(M) Average	£4,756.54 ^(M) Total	£5.08 Per 1,000 Impressions	2.91% Per Impressions	£0.17 Per Click

COMMENTS

The main concern was obtaining a higher monthly purchasing value. So the testing process was run through a variety of factors.

And new audience testing was something whose application supported us in meeting our objective.

TESTED NEW AUDIENCES & ADS - JUNE 21



CASE STUDY 02 - ECOMMERCE STORE/FACEBOOK ADS

Oct 1, 2021 - Oct 31, 2021

Ad sets for 5 Campaigns

View Setup Columns: Custom Breakdown Reports

Amount Spent	Purchase ROAS (Return on Ad Spend)	Purchases Conversion Value	CPM (Cost per 1,000 Impressions)	CTR (All)	CPC (All)
£237.27	3.16	£749.09	£4.88	2.25%	£0.22
£270.94	5.99	£1,621.80	£4.94	4.05%	£0.12
£262.09	2.46	£644.89	£4.77	3.97%	£0.12
£314.57	3.97	£1,248.12	£4.50	3.91%	£0.12
£185.70	2.71	£504.15	£5.62	4.62%	£0.12
£62.07	4.48	£278.17	£14.41	2.28%	£0.64
£215.66	2.74	£589.97	£3.39	1.92%	£0.18
£30.96	3.75	£115.90	£0.92	3.34%	£0.27
£31.11	3.50	£108.83	£0.28	3.46%	£0.27
£189.95	3.19	£606.15	£5.13	3.20%	£0.16
£0.00	-	£0.00	-	-	-
£0.00	-	£0.00	-	-	-
£2,069.47 Total Spent	3.54 Average	£7,326.91 Total	£4.63 Per 1,000 Impressions	3.14% Per Impressions	£0.15 Per Click

NO MORE STRUGGLING - REVENUE INCREASED BY 3X - OCTOBER 21

Last month: Nov 1, 2021 - Nov 30, 2021
Note: Does not include today's data

Ad sets for 5 Campaigns

View Setup Columns: Custom Breakdown Reports

Amount Spent	Purchase ROAS (Return on Ad Spend)	Purchases Conversion Value	CPM (Cost per 1,000 Impressions)	CTR (All)	CPC (All)
£408.75	4.31	£1,763.97	£5.22	2.05%	£0.26
£561.32	3.89	£2,184.90	£6.67	3.51%	£0.19
£604.86	3.75	£2,268.81	£6.31	3.46%	£0.18
£759.07	3.55	£2,695.35	£5.95	3.26%	£0.18
£362.23	4.17	£1,510.69	£7.85	3.72%	£0.21
£33.29	2.34	£77.93	£15.15	2.00%	£0.76
£579.55	3.52	£2,039.50	£4.51	2.00%	£0.23
£79.99	10.56	£838.29	£10.85	2.75%	£0.39
£29.97	16.09	£479.49	£9.20	3.60%	£0.25
£83.63	2.03	£68.36	£6.64	2.02%	£0.33
£30.99	1.16	£25.96	£6.37	1.99%	£0.32
£22.74	3.01	£68.36	£6.02	1.95%	£0.31
£3,748.18 Total Spent	3.86 Average	£14,479.22 Total	£5.84 Per 1,000 Impressions	2.82% Per Impressions	£0.21 Per Click

MOVING TOWARDS TARGETS... MONTHLY REVENUE HAS REACHED 15K - NOVEMBER 21

BARE KIND



PREVIEW OF SUCCESSFUL ADS

Bare Kind Sponsored · 🌱
Purchasing from Bare Kind helps save endangered animals 🐼🐼🐼🐼
Buy a pair of our bamboo socks 🌱 ...See more

BARE KIND
www.barekind.co.uk
@bare_kind
10% of the profits help save the animal on these socks!

BAREKIND.CO.UK
Socks that save animals 🌱
Plastic-free packaging

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👍👍👍 Ruth St... 194 Comments 178 Shares

👍 Like 🗨 Comment ➦ Share

Bare Kind Sponsored · 🌱
Purchasing from Bare Kind helps save endangered animals 🐼🐼🐼🐼
Buy a pair of our bamboo socks 🌱 ...See more

BARE KIND
www.barekind.co.uk
@bare_kind
10% of the profits help save the animal on these socks!

BAREKIND.CO.UK
Socks that save animals 🌱
Plastic-free packaging

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👍👍👍 Jan Pin... 531 Comments 660 Shares

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10% OFF for first time buyers. Use **FIRST10** at checkout 🛒 ...See more

[HTTPS://BAREKIND.CO.UK](https://barekind.co.uk)
10% of Profits Help Save the Animal on these Socks 🌱

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👍👍👍 Tina Williams a... 9 Comments 3 Shares

👍 Like 🗨 Comment ➦ Share

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Buy 5 pairs for the price of 4 🌱
10% OFF for first time buyers. Use **FIRST10** at checkout 🛒 ...See more

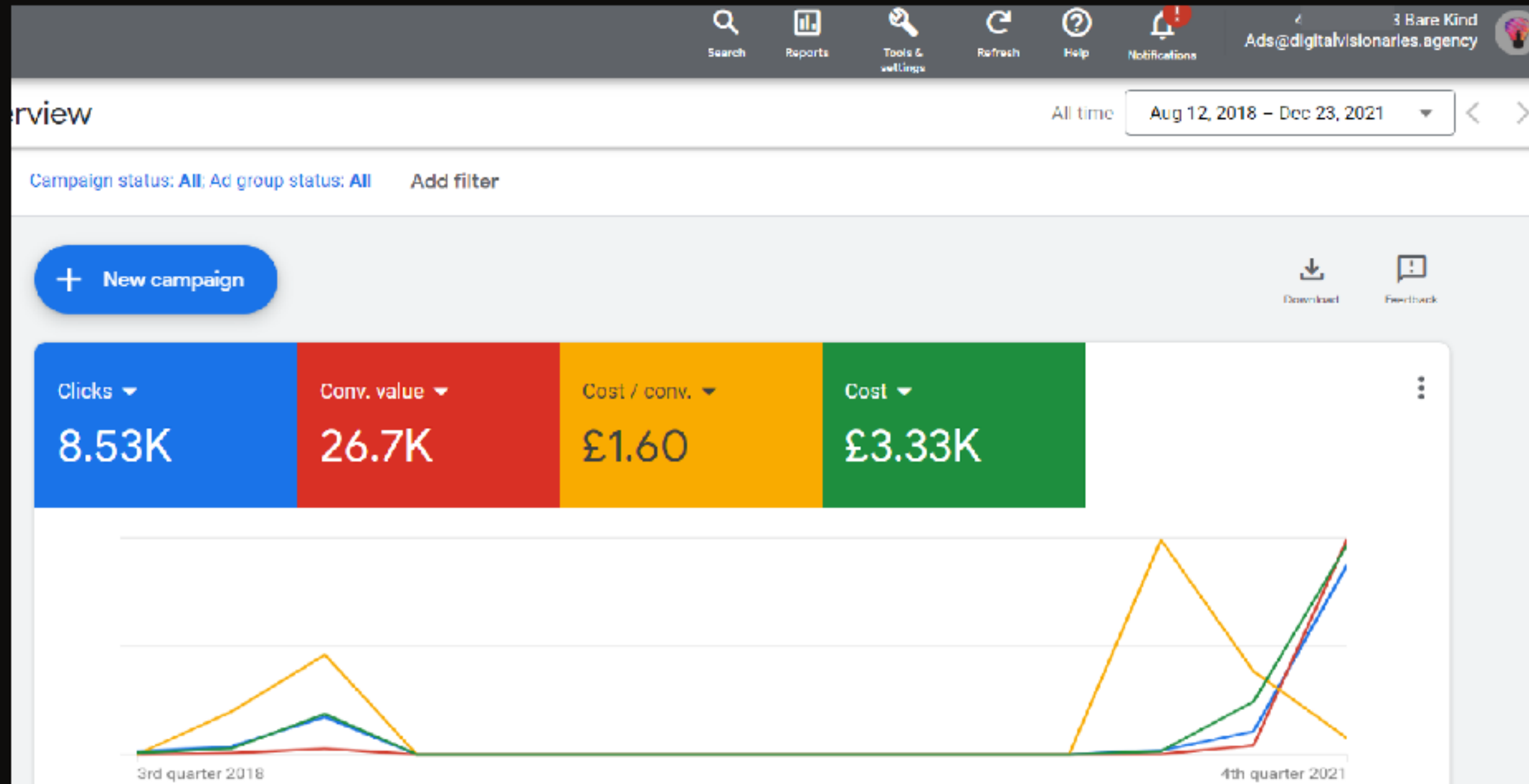
[HTTPS://BAREKIND.CO.UK](https://barekind.co.uk)
10% of Profits Help Save the Animal on these Socks 🌱

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👍👍👍 Rachel Joesbu... 21 Comments 9 Shares

👍 Like 🗨 Comment ➦ Share

CASE STUDY 02- ECOMMERCE STORE/GOOGLE ADS

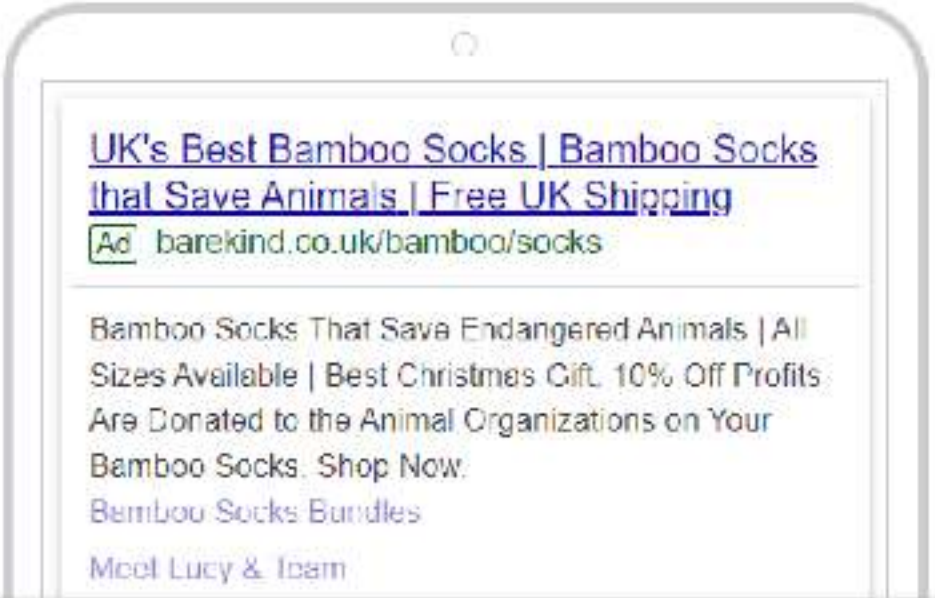


COMMENTS

We started with responsive search ads taking care of all the optimization techniques. After collecting data we started Smart Search and Shopping campaigns and all three of them are performing great maintaining ROAS greater than 8.

Most-shown search ads

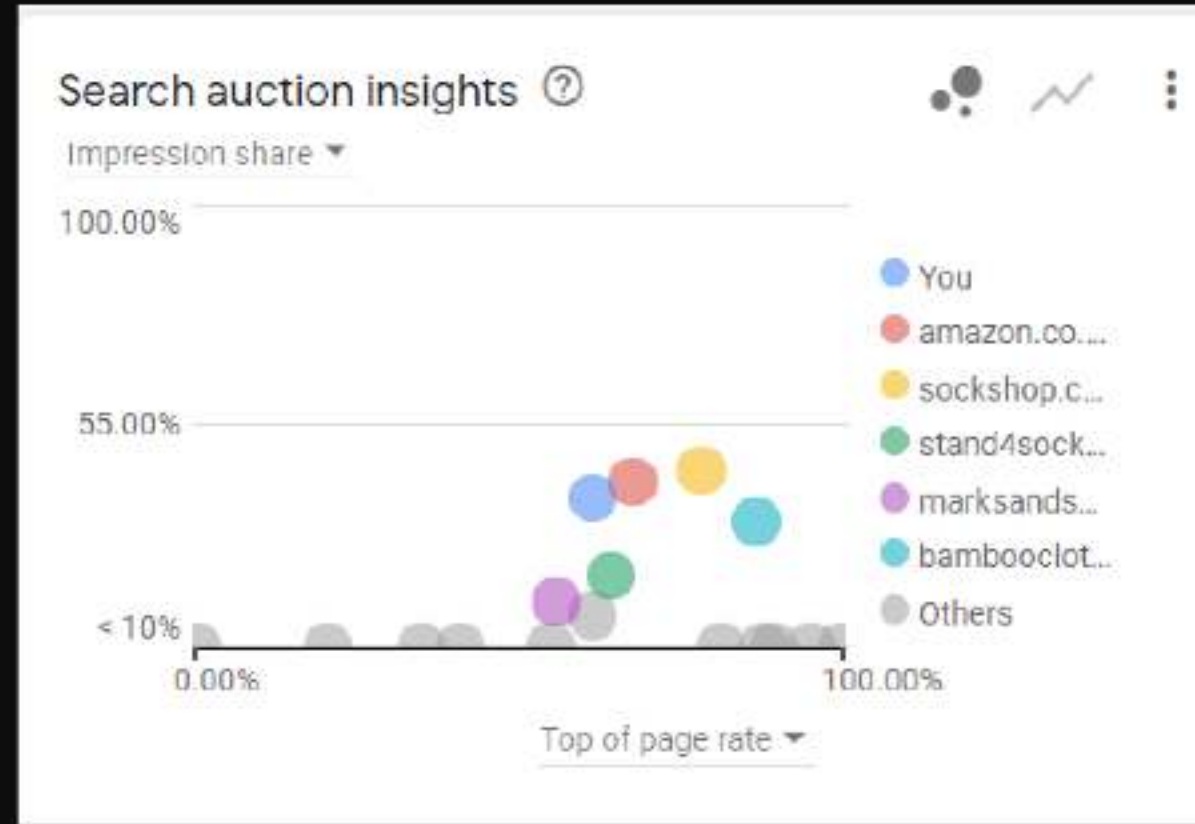
Bamboo Socks Campaign > Bamboo Socks



[UK's Best Bamboo Socks | Bamboo Socks that Save Animals | Free UK Shipping](#)
[Ad](#) barekind.co.uk/bamboo/socks

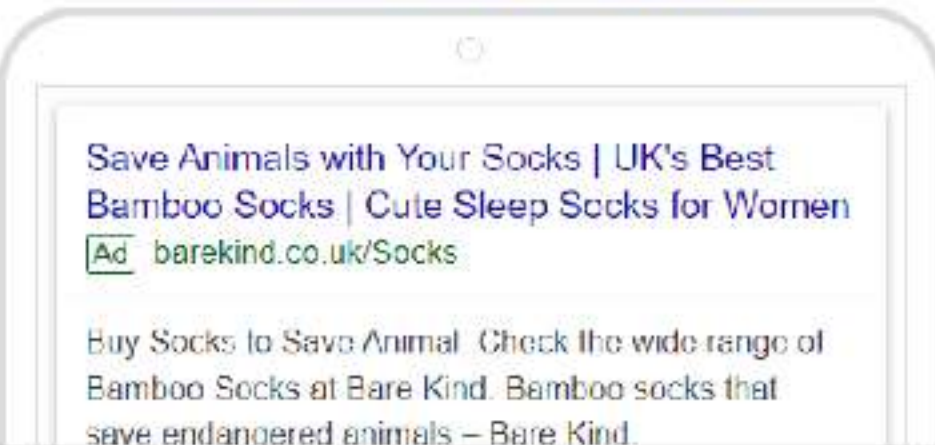
Bamboo Socks That Save Endangered Animals | All Sizes Available | Best Christmas Gift. 10% Off Profits Are Donated to the Animal Organizations on Your Bamboo Socks. Shop Now.
 Bamboo Socks Bundles
 Meet Lucy & Team

Ad	Impressions	CTR	Avg. CPC
----	-------------	-----	----------



Most-shown search ads

Socks Search Campaign > Ad group 1



[Save Animals with Your Socks | UK's Best Bamboo Socks | Cute Sleep Socks for Women](#)
[Ad](#) barekind.co.uk/Socks

Buy Socks to Save Animal. Check the wide range of Bamboo Socks at Bare Kind. Bamboo socks that save endangered animals – Bare Kind.

Ad	Impressions	CTR	Avg. CPC
Enabled	4,456	5.45%	£0.52

Image >



209 Impressions 47 Clicks 22% CTR 1 ad group Added to

Preview

Ad - barekind.co.uk/bamboo/socks

[UK's Best Bamboo Socks | Bamboo Socks that Save Animals | Free UK Shipping](#)

Bamboo Socks That Save Endangered Animals | All Sizes Available | Best Christmas Gift. 10% Off Profits Are Donated to the...

6 extensions

Show an image of your product or services

CASE STUDY 03 - CHIROPRACTOR CLINIC/FACEBOOK ADS

Optimal Spine and Sport Dimensions
Sponsored · 🌐

Whether you're seeking care due to pain or postural problems, or if you simply want to improve your overall health, Optimal ...[See more](#)

Posture Correction Testimonial

OPTIMAL-SPINE.COM
Optimal Spine & Sport Dimension - Chiswick,...

[LEARN MORE](#)

Like Comment Share

Ad sets: Dr. Mikael Petersen Ad Acct1 (128972...)

Updated just now

Discard drafts Review and publish

Search names or filters like "Had delivery" Maximum: Nov 25, 2018 - Dec 25, 2021

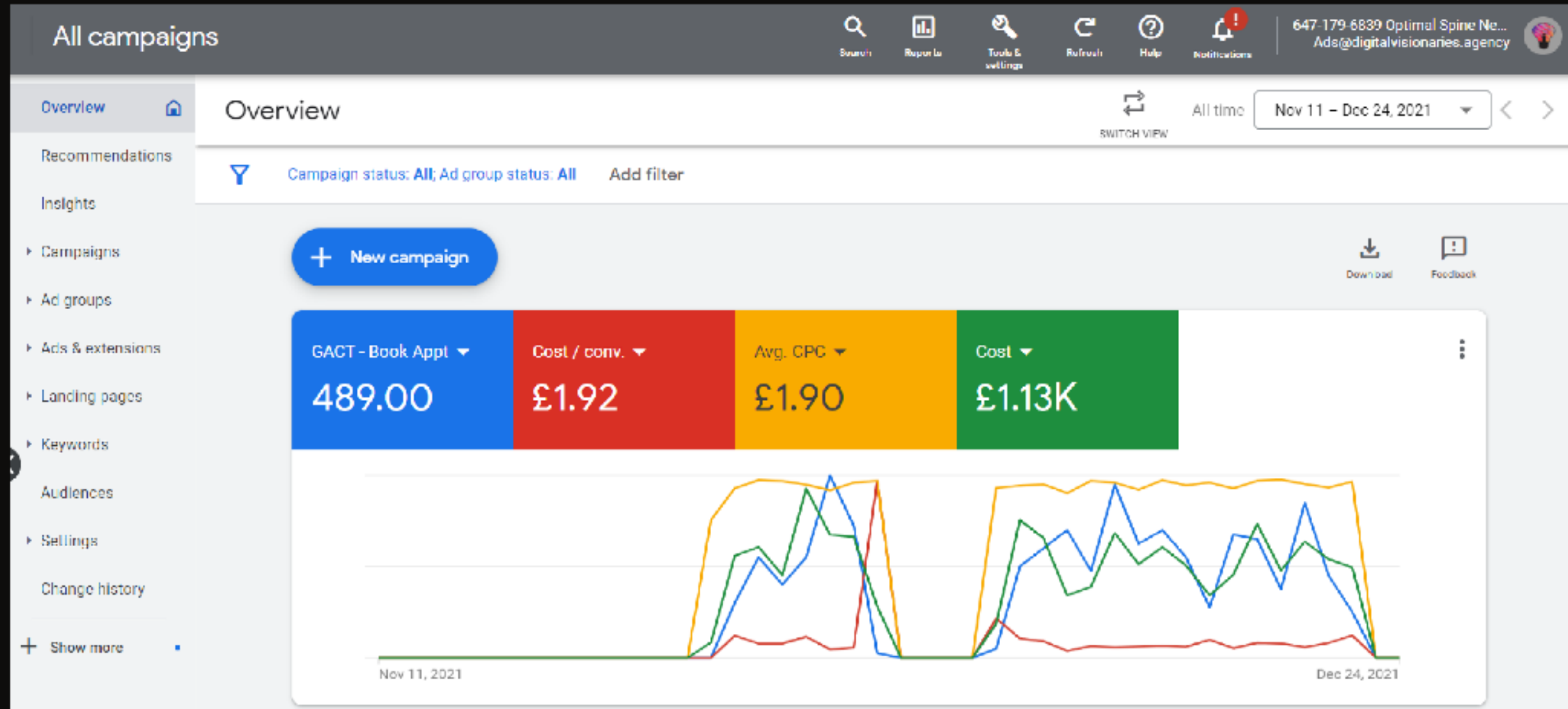
Resource Center ⚠️ Camp... 1 selected Ad sets for 1 Campa... Ads for 1 Campaign

+ Create Edit More View Setup Reports

Off / On	Ad Set Name	Results	Reach	Impressions
<input checked="" type="checkbox"/>	all retargeting	34 Link Clicks	987	11,141
> Results from 1 ad set		34 Link Clicks	987 People	11,141 Total

COMMENTS

We were mainly running google ads for Optimal spine providing physio and chiro services in UK. We suggested them to test Facebook ads so we could target more people and we got enough likes, engagements and shares. We are planning to increase budget for facebook so we could get more appointments.



COMMENTS

Initially client was struggling in getting appointments through facebook ads. We suggested them that Google ads can perform better for their business type. Now Google ads are performing very well, client is very much satisfied as we are getting more than 100 appointments per month.

Most-shown ads

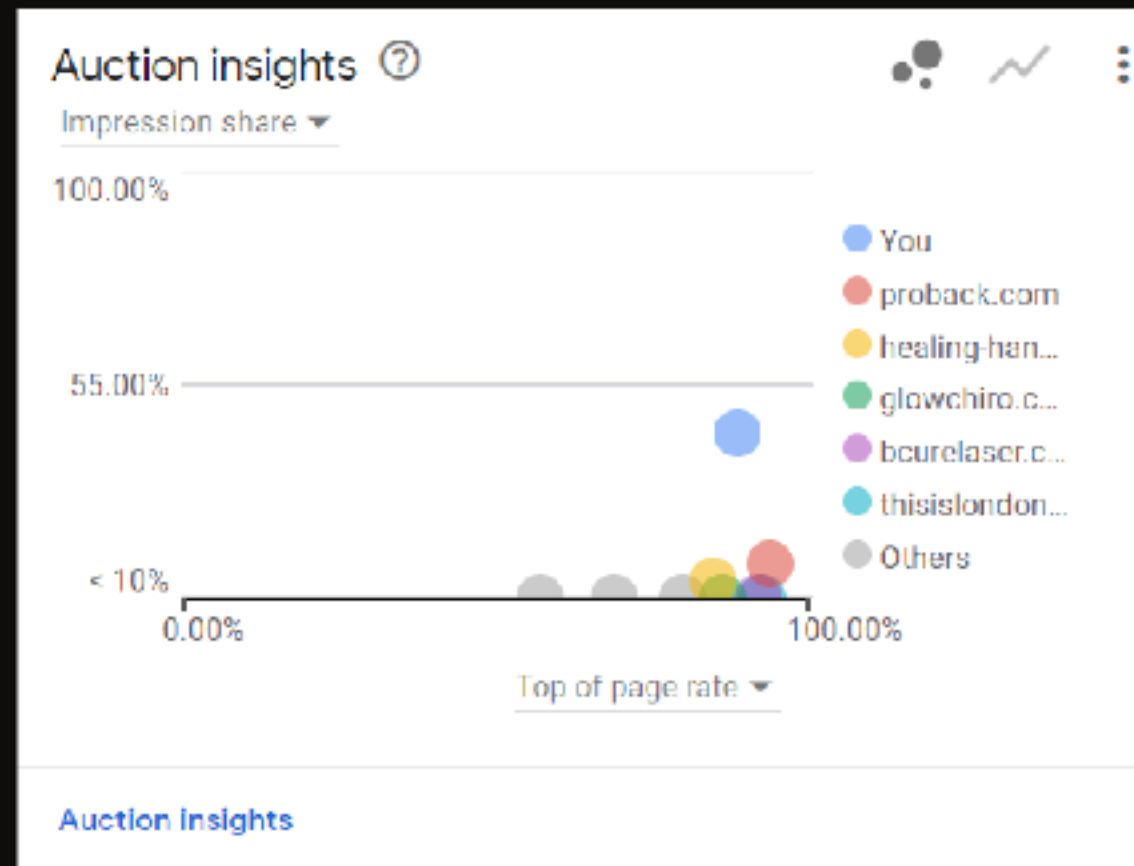
DV - Croydon General Campaign

Chiropractor Croydon | Treat Lower Back & Neck Pain | Book Your Appointment Now
optimal-spine.com/chiropractic/treatment

We Help You To Recover Pain-free And Get Back To Doing What You Love. Call Or Book Online. Stop Suffering From Pain. Contact Us Today For An

Ad	Impressions	Clicks	CTR
Enabled	2,800	176	6.29%

All ads All extensions < 3 / 6 >



Campaigns

	Cost	Clicks	CTR
DV - Chiswick General Campaign	£499.70	263	3.14%
DV - Croydon General Campaign	£351.19	187	6.09%
DV - Blackfriars General Campaign	£279.31	145	2.56%

Most-shown ads

DV - Chiswick General Campaign

Chiropractor Chiswick | Treat Lower Back & Neck Pain | Book Your Appointment Now
optimal-spine.com/chiropractic/treatment

We Help You To Recover Pain-free And Get Back To Doing What You Love. Call Or Book Online. Stop Suffering From Pain. Contact Us Today For An

Ad	Impressions	Clicks	CTR
Enabled	5,757	185	3.21%

All ads All extensions < 1 / 6 >

COMMENTS

All the campaigns are highly optimized and all the ads are performing good. Auction insights tells you we are on top of all in our niche, capturing major portion of the impressions share. Outstanding CTR shows that all the ads are optimized, relevant building high Quality score which leads to lower CPC.

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Invited!*