CAMPAIGN CASE STUDY

META ADS & SOCIAL ORGANIC GROWTH

Scaling Apparel Revenue Through High-ROAS Paid Ads & Organic Reach

LIBAAS BOUTIQUE



• syedabdullahtech.com

PEAK ROAS	TOTAL VIEWS	PRIMARY MARKET
37.87x	3.4M+	Australia (79.7%)

High-Impact Campaign Performance Highlights

EXECUTIVE OVERVIEW

37.87x

Record Purchase ROAS

Conversion campaigns generated direct sales with exceptional return on ad spend.

3.4M+

Cross-Platform Views

2.1M views on Facebook (+61.6%) and 1.3M views on Instagram overall.

278+

Direct Conversations

High-intent customer inquiries acquired at an average cost of A$1.55 - A$2.99.

E-Commerce Direct Purchase Campaign Success

PAID AD CONVERSIONS

AD CAMPAIGN: "AD 2"

Website Purchase Performance

PURCHASE ROAS
37.87x

Purchases	Cost / Purchase	Total Spend
36	A$3.37	A$121.33

Reach	Impressions	Ad Frequency
6,803	11,028	1.62

Exceptional Efficiency

Achieved an extraordinary **37.87 ROAS**, converting targeted apparel buyers at a minimal acquisition cost of A$3.37 per purchase.

Optimal Ad Frequency

Controlled frequency at 1.62 ensured maximum market penetration without ad fatigue or wasteful over-exposure.

Massive Organic & Paid Facebook Reach Growth

FACEBOOK CHANNEL METRICS

Period: Dec 2025 - Oct 2026

Total Views ↑ 61.6%

2.1M

217.8K Unique Viewers

Link Clicks ↑ 371.9%

7.8K

High Traffic Intent

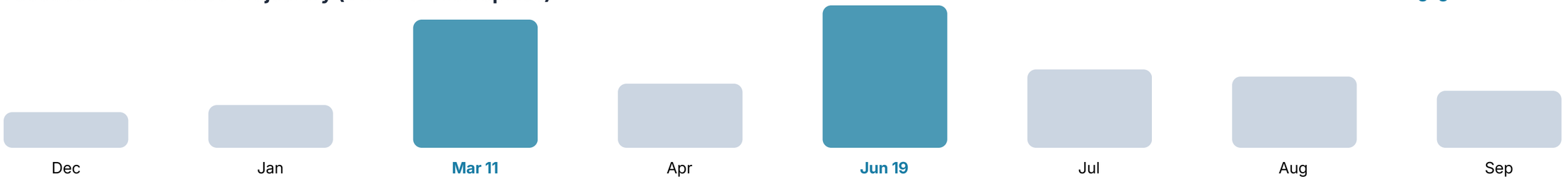
Interactions & Visits ↑ 28.5%

67.4K

145K Profile Visits (+12.7%)

Facebook Performance Trajectory (Views & Click Spikes)

Active Engagement Trend



Strong Profile Visits & Audience Engagement Surge

INSTAGRAM CHANNEL METRICS

Period: Dec 2025 - Oct 2026

Profile Visits ↑ 179.6%

8.6K

Massive Discovery Spike

Instagram Views ↑ 5.9%

1.3M

73.6K Unique Viewers

Content Interactions ↑ 2.9%

4.4K

1.3K Link Clicks (+4.6%)

Key Instagram Growth Driver

Profile visits surged by **179.6%**, proving that brand aesthetic & reel content directly converted passive viewers into engaged brand followers.

High-Value Female Demographic Profile

Age & Gender Distribution

91.7% Female

35-44 Years (Primary) 38.5%



25-34 Years 31.2%



45-54 Years 12.4%



Top Geographic Concentration

Australia (Country)	79.7%
Sydney, NSW	41.9%
Melbourne, VIC	10.1%

Messaging Campaign Multi-Offer Scaling

AD CREATIVE STRATEGY

WINTER WEAR CAMPAIGN

Winter Wear By Ismail

Conversations Started	108
Cost / Conversation	A$2.99
Total Impressions	43,350
Total Spend	A$322.41

TOP COST EFFICIENCY

RETARGETING WINNER

Messages Campaign

Conversations Started	130
Cost / Conversation	A$1.55
Total Impressions	18,769
Total Spend	A$202.13

SEASONAL CAMPAIGN

Eid Sales Campaign 2

Conversations Started	40
Cost / Conversation	A$3.75
Total Impressions	15,782
Total Spend	A$149.85

Core Pillars of Campaign Success

Hyper-Targeted Demographics

Focused ad spend specifically on 25-44 year-old Australian females in Sydney and Melbourne, reducing wasted impressions.

Dual Funnel Strategy

Combined direct website purchase ads (37.87 ROAS) with low-cost messaging ads (A$1.55/conv) for high customer conversion.

Seasonal Collection Launches

Capitalized on high demand cycles like Winter Wear and Eid collections to create strong engagement spikes.

Organic Brand Affinity

Achieved a 179.6% surge in Instagram profile visits, building high long-term organic retention and brand loyalty.

Recommendations for Next Phase

01

Scale Budget on Winning Ad Sets

Increase budget by 30-50% on purchase conversion campaigns ("Ad 2") while keeping ROAS above 15-20x.

02

Expand Lookalike Audiences

Create 1%-3% Lookalike audiences based on Australia female website purchasers and messaging leads.

03

Automate Message Flow

Implement automated chatbot flows for initial message inquiries to convert leads to site purchases faster.

Ready to Scale Your Brand Performance?

Data-driven social media growth and Meta ad management built for revenue growth.

Let’s talk

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