

Kaio.

+600% *profits*
on Meta Ads

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+600% profits for a *pet niche* store

The client :

A pet niche store, selling custom products for pets.

- Firstly advertising in France. They were hardly profitable
- The whole ad account was a total mess, with many different campaigns, and no proper structure

Challenges

- Dropshipping store, so not a unique product.

Objectives

- Focus on profitability over volume

Spoiler : we x6 his profitability

From Unprofitable to **x7,6** ROAS

Search and filter Oct 8, 2023 – Nov 8, 2023

Campaigns 1 selected Ad sets 1 selected Ads for 1 Ad set

[+ Create](#) [Duplicate](#) [Edit](#) [Rules](#) [View Setup](#) [Reports](#) [Export](#)

<input type="checkbox"/>	Off / On	Impressions	Adds to cart	Checkouts Initiated	Amount spent	Purchases	Purchase ROAS (return on ad spend)	Cost per purchase	Purchases conversion value ↓	Cost per add to cart
<input type="checkbox"/>	<input checked="" type="checkbox"/>	934 [2]	1,366 [2]	835 [2]	€1,263.30	161 [2]	10.05 [2]	€7.85 [2]	€12,690.44 [2]	€0.92 [2]
<input type="checkbox"/>	<input checked="" type="checkbox"/>	805 [2]	521 [2]	282 [2]	€475.26	62 [2]	11.35 [2]	€7.67 [2]	€5,394.21 [2]	€0.91 [2]
<input type="checkbox"/>	<input checked="" type="checkbox"/>	608 [2]	879 [2]	431 [2]	€561.31	22 [2]	3.91 [2]	€25.51 [2]	€2,192.00 [2]	€0.64 [2]
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	746 [2]	194 [2]	100 [2]	€178.75	17 [2]	9.32 [2]	€10.51 [2]	€1,665.60 [2]	€0.92 [2]
<input type="checkbox"/>	<input checked="" type="checkbox"/>	827 [2]	112 [2]	49 [2]	€154.40	3 [2]	2.14 [2]	€51.47 [2]	€330.20 [2]	€1.38 [2]
<input type="checkbox"/>	<input checked="" type="checkbox"/>	401 [2]	32 [2]	17 [2]	€167.22	3 [2]	1.31 [2]	€55.74 [2]	€218.53 [2]	€5.23 [2]
<input type="checkbox"/>	<input type="checkbox"/>	—	—	—	—	—	—	—	€0.00	—
<input type="checkbox"/>	<input type="checkbox"/>	—	—	—	—	—	—	—	€0.00	—
		R... Ex... Total 25,477	3,107 Total	1,719 Total	€2,960.01 Total Spent	268 Total	7.60 Average	€11.04 Per Action	€22,490.98 Total	€0.95 Per Action

Reach us to skyrocket your
business. **Guaranteed.**



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