

Industry:

Mobile Tech Accessories / Consumer Electronics

Service:

Mobile Cases, Screen Protectors, and Gadget Accessories

Location:

Global



About Client

This client is a global brand offering a wide range of high-quality mobile accessories including phone cases, screen protectors, watch bands, and charging solutions. Their focus is on combining functionality with minimalistic, modern design catering to users who want protection without compromising on style.

The goal was to drive eCommerce sales through performance marketing while targeting users based on device type, region, and buying intent. Despite a competitive market, the brand had strong products and global shipping in place, we just had to reach the right customers at the right time.

Goals & Challenges

- Increase direct-to-consumer online sales through Meta Ads
- Target users based on device models (iPhone, Samsung, iPad, etc.)
- Scale globally while keeping ROAS and cost-per-purchase in check
- Focusing on quality and brand trust

Solution & Strategic Adjustments

We created a performance-driven strategy across Meta Ads, tailored to product categories, regions specific audiences.

Built full-funnel campaigns:

- Awareness campaigns with high-quality lifestyle videos
- Product-focused carousels and Reels for consideration stage
- Dynamic retargeting campaigns featuring bestsellers and cart abandoners
- Used localized messaging for different markets

Meta ads

Before (Aug Month)

Campaigns S 64 Opportunity score Updated just now Review and publish

All ads Active ads Had delivery Recommendations + See more Save edits

Objective is Sales X Search to filter by: name, ID or metrics

Campaigns Ad sets Ads Aug 1, 2025 - Aug 31, 2025

+ Create Duplicate Edit A/B test More Columns: Custom Breakdown Reports Export Char

<input type="checkbox"/>	Off / On ↑↓	Campaign ↑↓	Cost per result ↑↓	Amount spent ↑↓	Purchase ROAS (return on ad...)	Purchases ↓	Purchases conversion val...	Adds to cart ↑↓	Checkouts initiated ↑↓	Ends ↑↓	Frequency ↑↓
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[blurred]	29 ies \$300.13 Per Purchase	\$8,703.66	1.20	29	\$10,431.97	513	167	Ongoing	2.65
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[blurred]	5 ies \$506.44 Per Purchase	\$2,532.20	0.66	5	\$1,683.90	180	40	Ongoing	4.30
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[blurred]	3 ies \$582.69 Per Purchase	\$1,748.06	1.46	3	\$2,557.52	216	40	Ongoing	2.69
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[blurred]	3 ies \$814.05 Per Purchase	\$2,442.14	0.36	3	\$869.61	48	35	Ongoing	2.80
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[blurred]	— ase Per Purchase	\$0.00	—	—	\$0.00	—	—	Ongoing	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[blurred]	— ase Per Purchase	\$0.00	—	—	\$0.00	—	—	Ongoing	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[blurred]	— ase Per Purchase	\$0.00	—	—	\$0.00	—	—	Ongoing	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[blurred]	— ase Per Purchase	\$0.00	—	—	\$0.00	—	—	Ongoing	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[blurred]	— ase Per Purchase	\$0.00	—	—	\$0.00	—	—	Ongoing	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[blurred]	— ase Per Purchase	\$0.00	—	—	\$0.00	—	—	Ongoing	—
Results from 94 campaigns ⓘ			— ons Multiple conversions	\$15,426.06 Total spent	1.01 Average	40 Total	\$15,543.01 Total	957 Total	282 Total		3.15 Per Accounts Center ...

After (Sep Month)

Off / On	Campaign	Cost per result	Amount spent	Purchase ROAS	Purchases	Purchases conversion val...	Adds to cart	Checkouts initiated	Ends	Frequency
On	[Campaign Name]	\$228.02	\$24,398.13	1.64	107	\$39,990.32	1,001	504	Ongoing	3.80
Off	[Campaign Name]	\$332.25	\$5,648.32	1.13	17	\$6,365.98	178	75	Ongoing	2.18
On	[Campaign Name]	\$410.15	\$4,921.80	0.89	12	\$4,356.65	75	44	Ongoing	2.22
Off	[Campaign Name]	\$335.68	\$3,021.14	0.80	9	\$2,403.05	174	68	Ongoing	1.85
Off	[Campaign Name]	\$471.68	\$1,415.03	0.81	3	\$1,143.74	49	10	Ongoing	2.87
Off	[Campaign Name]	\$1,842.13	\$1,842.13	0.16	1	\$287.17	8	2	Ongoing	1.61
Off	[Campaign Name]	—	\$0.00	—	—	\$0.00	—	—	Ongoing	—
On	[Campaign Name]	—	\$0.00	—	—	\$0.00	—	—	Ongoing	—
On	[Campaign Name]	—	\$0.00	—	—	\$0.00	—	—	Ongoing	—
Off	[Campaign Name]	—	\$172.43	—	—	\$0.00	2	1	Ongoing	1.35
Results from 94 campaigns		—	\$42,063.99	1.30	149	\$54,546.90	1,513	711		3.56
		Multiple conversions	Total spent	Average	Total	Total	Total	Total		Per Accounts Center ...

We worked with an e-commerce brand that was struggling with Meta Ads. In August, they spent \$15,426.06 and got 40 sales (ROAS 1.01). We restructured the campaigns, launched new campaigns and optimized the budget. In September, the results improved to \$42,063.99 spend with 149 sales and ROAS went up to 1.30. This helped the brand move towards profitability and scale.

Thank

You