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)

	Off / On ↑↓	Campaign ↑↓			Cost per result ↑↓	Amount spent ↑↓	Purchase ROAS (return on ad...)	Purchases ↓	Purchases conversion val...	Adds to cart ↑↓	Checkouts initiated ↑↓	Ends ↑↓	Frequency ↑↓
☐	⚫		29 es	$300.13 Per Purchase	$8,703.66	1.20	29	$10,431.97	513	167	Ongoing	2.65
☐	⚫		5 es	$506.44 Per Purchase	$2,532.20	0.66	5	$1,683.90	180	40	Ongoing	4.30
☐	⚫		3 es	$582.69 Per Purchase	$1,748.06	1.46	3	$2,557.52	216	40	Ongoing	2.69
☐	⚫		3 es	$814.05 Per Purchase	$2,442.14	0.36	3	$869.61	48	35	Ongoing	2.80
☐	⚫		— ase	— Per Purchase	$0.00	—	—	$0.00	—	—	Ongoing	—
☐	🔵		— ase	— Per Purchase	$0.00	—	—	$0.00	—	—	Ongoing	—
☐	🔵		— ase	— Per Purchase	$0.00	—	—	$0.00	—	—	Ongoing	—
☐	⚫		— ase	— Per Purchase	$0.00	—	—	$0.00	—	—	Ongoing	—
☐	⚫		— ase	— Per Purchase	$0.00	—	—	$0.00	—	—	Ongoing	—
☐	🔵		—	—	$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)

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