



E-COMMERCE PRE-LAUNCH CASE STUDY SHIYA LATHIF

1 OBJECTIVE & BUDGET

2 POSSIBLE SOLUTIONS

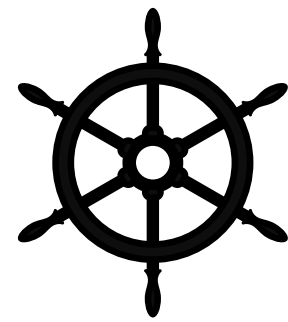
3 PROFITABLE SOLUTION

4 CAMPAIGN STRUCTURE

5 OUTCOME

6 SAMPLES & TOOLS

7 CONTACT SHIYA



1 OBJECTIVE & BUDGET

Prepare a Pre-launch wait list (1300 Leads)
for an e-commerce product.

- Ultimate Sales Goal - \$5000
- Product Value: \$29 (50% Early Bird Offer)
Standard Price: \$59
- Ad Budget - \$2000

2

POSSIBLE SOLUTIONS



Landing Page
with Conversion
Objective



Messenger Chatbot
with Messages
Objective



Forms with Lead
Generation
Objective



Facebook Group
with Engagement
Objective

3.1

TESTED SOLUTION - 1

LANDING PAGE WITH CONVERSION OBJECTIVE

Objective	Results	Cost per Result	Reach	Amount Spent
Conversions 1 Campaign	7	\$3.45 Per Result	1,259	\$24.15

- Cost per lead was high \$4 and sometimes \$6 even though it had the same audience as of messages campaign.
- With taking ad budget into consideration, this didn't prove to be a feasible solution to achieve the goals.

3.2 TESTED SOLUTION - 2 (PROFITABLE SOLUTION)

MESSENGER CHATBOT WITH MESSAGES OBJECTIVE

Objective	Results	Cost per Result	Reach	Amount Spent
Messages 14 Campaigns	1,469 ▲ 2,432.8% Messaging Conversations Started	\$1.15 ▼ 57.2% Per Messaging Conversation Started	49,953 ▲ 434.5%	\$1,692.80 ▲ 983.0%

Why this solution?



Qualify Leads & Check Eligibility
for Early Bird



Follow-up & Broadcast on Launch
Date/Contest



Deliver Information about
Product/Giveaways/Contest



Open rates are high (80-85%)
compared to Email open rates

Limitation: People without messenger app needs to login or install the app.

4.1

CAMPAIGN TYPE 1 - ENGAGEMENT CAMPAIGN

☐	Engagement - Page Likes (1/Feb/2020)	Off	\$5.00 Daily	2,830 Page Likes	19,536	24,016	\$0.01 Per Page Like	\$36.70
--------------------------	--------------------------------------	-----	-----------------	---------------------	--------	--------	-------------------------	---------

The image shows a Facebook post interface. On the left is a large image for a contest: "IF I WERE AN EYEGLASS, I WOULD" with a woman wearing glasses. Below it says "Win Free ENTRY to NETFLIX CONTEST". At the bottom left is a "Boost This Post Again" button with a message: "This post is no longer boosted. You can view the results and add budget to continue showing it to more people." On the right is a sidebar with page statistics: "Very responsive to messages" (99% response rate, 1min response time), "2,897 followers", "7,006 post reach this week", "See Pages Feed" (Posts from Pages you've liked as your Page), "2,054 video views this week", and "2,886 people like this and 2,897 people follow this". At the bottom right is a "Community" section with a red box highlighting the "Let friends know about your Page" option, which includes an "Invite Friends" button and shows "2,886 people like this" and "2,897 people follow this".

Page likes - Campaign Budget Optimisation

Goal: Social Proof and Brand Awareness

- Tested with Cold Audience in US, UK, India
- 3 Different Ad sets with 3 interests were tested separately
- Only one ad variation was used to gain social proof to the ad ID

Result: \$36 spent on 2800+ likes.

Cost Per Page Like: 0.01

4.2

CAMPAIGN TYPE 2 - TRAFFIC CAMPAIGN

☐	☒	Instagram Post: We have the best solution to your...	Off	\$15.00 Lifetime	24 Link Clicks	1,900	1,990	\$0.63 Per Link Click	\$15.00	Feb 19, 2020
☐	☒	Traffic - Instagram Story Ads (19/02/2020)	Off	\$10.00 Daily	832 Link Clicks	329,087	376,019	\$0.06 Per Link Click	\$49.68	Ongoing



Instagram Profile Growth – Ad set Budget Optimization

Goal: 0-50 followers in 3 days

- Relevant audience was chosen and targeted (Warm & Cold audience)
 - 3 Different Ad sets with 4 interests were tested separately
 - 5 Different Ad variations was used to test the best performing Ad (Facebook Ad Ranking – Above Average, Good)
- Result: \$70 spent on 50 Followers(13 organic). Cost per Follower: \$1.4**

4.3

CAMPAIGN TYPE 3 - MESSAGES CAMPAIGN

Messenger Chat Bot – Combination of CBO & ABO

Goal: Generate 1500 Leads & Subscribers in 2.5 months (February, March, April 15th)

Feb 1, 2020 – Mar 28, 2020

Save Filter Clear

Account Overview Campaigns Ad Sets Ads

+ Create Duplicate Edit A/B Test Rules View Setup Columns: Performance Breakdown Reports

		Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
☐	☒	Messages - Image test (13/2/2020)	Active	\$12.00 Daily	363 Messaging Co...	11,192	22,836	\$1.46 Per Messaging...	\$531.50	Ongoing
☐	☐	Messages Frankie Video Test - 26/03/2020	Off	\$5.00 Daily	1 Messaging Co...	379	408	\$9.10 Per Messaging...	\$9.10	Ongoing
☐	☐	Messages - Broadcast	Off	Using ad set ...	133 Messaging Co...	528	528	\$0.09 Per Messaging...	\$12.07	Mar 22, 2020
☐	☐	Messages - Image test (15/3/2020) - Duplicate	Off	\$5.00 Daily	12 Messaging Co...	1,004	1,061	\$2.26 Per Messaging...	\$27.17	Ongoing
☐	☐	Messages - Lookalike Audience - Duplicate	Off	\$10.00 Daily	75 Messaging Co...	3,540	4,261	\$1.59 Per Messaging...	\$119.19	Ongoing
☐	☐	Cold Audience - Messages - 5/03/2020	Off	\$5.00 Daily	53 Messaging Co...	3,352	5,420	\$2.12 Per Messaging...	\$112.62	Ongoing
☐	☐	Blog Audience 2/3/2020	Off	\$5.00 Daily	24 Messaging Co...	912	1,109	\$1.78 Per Messaging...	\$42.61	Ongoing
☐	☐	Messages - Lookalike Audience - Copy (27 Feb 2020)	Off	\$7.00 Daily	1 Messaging Co...	201	203	\$6.15 Per Messaging...	\$6.15	Ongoing
☐	☐	Messages - Lookalike Audience	Off	\$15.00 Daily	307 Messaging Co...	9,490	14,656	\$1.49 Per Messaging...	\$456.67	Ongoing
☐	☐	Messages (10/2/2020)	Off	\$15.00 Daily	20 Messaging Co...	950	1,011	\$1.05 Per Messaging...	\$21.07	Ongoing
> Results from 13 campaigns					1,469 Messaging Co...	49,951 People	90,121 Total	\$1.15 Per Messaging...	\$1,692.26 Total Spent	

4.4

TESTING & SCALING CAMPAIGNS

SPLIT-TESTING

- Multiple ad creatives were tested (15 images, 7 videos)
- Turned off poor performing ones and chose to stay with 5 images and 2 videos which had good ranking and least CPR.
- All ads were tested for minimum 3 days and then if performed well, 20% of the ad budget was increased accordingly.
- 6 Different Adcopy(s) – Long and short (Each 3) was made and tested with different images and videos :Outcome – Short copy performed well with images and long copy performed well with videos.
- Profitable Campaigns with completed learning phase were duplicated and increased the budget with 20% and it performed the same as the original campaign in 3 days.

Columns: Targeting and Creative					
Ad Creative	Delivery	Results	Reach	Frequency	Cost per Result
 Connect in Messenger No matter wherever you're, we assure a clean... Used in 6 Ads	● Active Unique Ad C...	358 Messaging...	11,316	2.04	\$1.49 Messaging ...
 [FREE] SHIPPING & 30 DAYS MONEY BACK... Tired of smudgy glasses and hazy screens? ... Used in 2 Ads	● Not Deliveri... Unique Ad C...	192 Messaging...	6,248	1.35	\$1.42 Messaging ...
 Grab Early Bird OFFER NOW >>> Super exciting and one-time exclusive OFFER ... Used in 2 Ads	● Not Deliveri... Unique Ad C...	150 Messaging...	3,823	1.48	\$1.02 Messaging ...
 [FREE] SHIPPING & 30 DAYS MONEY BACK... Tired of smudgy glasses and hazy screens? ... Used in 2 Ads	● Not Deliveri... Unique Ad C...	64 Messaging...	3,794	1.21	\$1.95 Messaging ...
 Grab Early Bird OFFER NOW >>> Super exciting and one-time exclusive OFFER ... Used in 1 Ad	● Not Deliveri... Unique Ad C...	95 Messaging...	3,084	1.32	\$1.20 Messaging ...
 [FREE] SHIPPING & 30 DAYS MONEY BACK... Tired of smudgy glasses and hazy screens? ... Used in 8 Ads	● Not Deliveri... Unique Ad C...	73 Messaging...	2,560	1.18	\$1.34 Messaging ...
 Grab Early Bird Special NOW >>> 7 Days L... Tired of smudgy glasses and hazy screens? ... Used in 1 Ad	● Not Deliveri... Unique Ad C...	30 Messaging...	1,772	1.28	\$1.89 Messaging ...

4.5

AUDIENCE RESEARCH & TARGETING

TESTED AUDIENCES

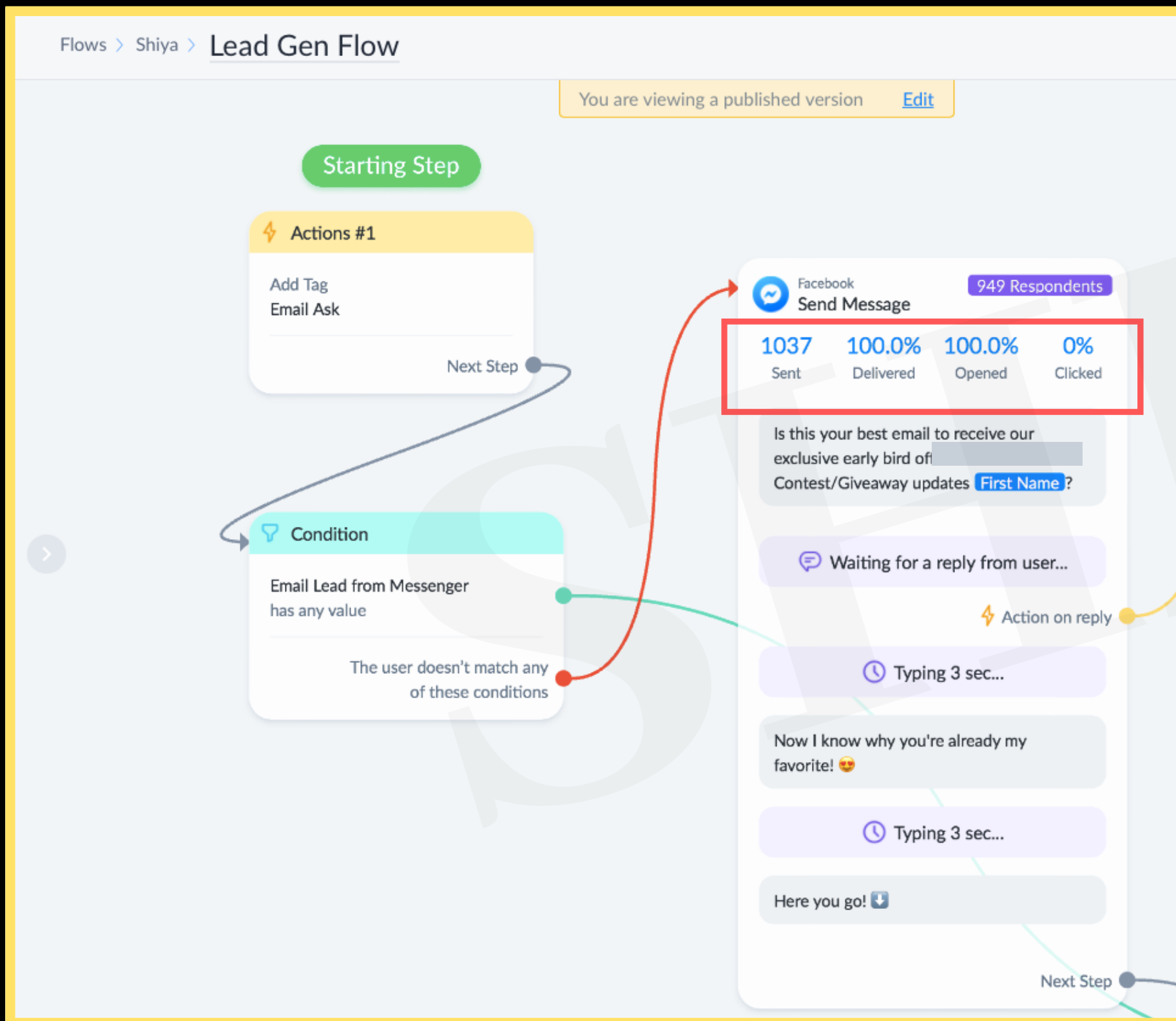
- 1% Lookalike of Blog Audience
- 1% Lookalike of Website visitors via pixel tracking
- 3% Lookalike of Leads generated on website via testing conversion ads + Early Pixel Data
- 1% Lookalike of All Video Engagement after February
- Cold audience with new interests (3-5 interests were tested for each campaign separately) - Performed with \$2-2.5 average cost per lead
- Used Bot Subscribers List and created Custom Audience for Retargeting
- 1-3% Lookalike Audience made out of Subscribers List

When lookalikes saturate or audience fatigue happens, we shift to the next percentage of audience. Frequency : 1.2



4.6

MESSENGER CHATBOT DATA



- Chat bot Click through rates per message or per interaction was always higher than 85%.
- 3 Messenger Broadcasts were sent to the subscribers list – where the open rates were more than 90%.

5.1

OUTCOME

Amount Spent - \$1667 (Messages Campaign Alone)

	<i>Result</i>	<i>Cost Per Result</i>
Leads	1345	\$1.45
Subscribers	1506	\$1.34
Link Clicks	1625	\$1.19

(This is an updated data including April, May)

5.2 OUTCOME

UnSmudge: A Complete Portable Eyeglass and Phone Sanitizer.

Say goodbye to smudgy eyeglasses. Say goodbye to germs on your phone. UnSmudge comes with cleaning liquid and microfiber pads. Sleek.

 WORINGER and Man are backers

500+ BACKERS

UNSMUDGE

A COMPLETE PORTABLE
EYEGLOSS CLEANER
&
PHONE SANITIZER

\$26,420
pledged of \$5,000 goal

651
backers

7
days to go

[Back this project](#)

[Remind me](#) [f](#) [t](#) [✉](#) [</>](#)



GOAL ACHIEVED: \$26000 - 5XROI

[VERIFY HERE](#)

6

SCREENSHOTS & OTHER SAMPLES

Campaign Screenshots

TOOLS USED



MailChimp

zapier



7

CONTACT SHIYA



[Shiya Marketing](#)



[Arshiya Lathif](#)



hello@shiyamarketing.com



[Arshiya Lathif](#)