



Banjo Ben Clark – Consulting, Strategy and Multichannel Ad Management

Campaign Overview

Banjo Ben Clark is a prominent influencer in the learn to play bluegrass niche. We helped him launch his store by leveraging his existing subscriber data, building a content strategy, setting up email sequences and funnels, and driving new customers with a multichannel marketing campaign that includes search, social and display.

Campaign Strategy and Implementations

We used a multifaceted approach to drive revenue growth by maximizing the value of existing subscriber data, segmenting audiences, creating converting messaging for new customers and existing customers, and driving new customer growth with paid media and converting existing customers/visitors with high converting retargeting campaigns across multiple platforms.

We created new offers and giveaways for list building on social, super high converting shopping campaigns and highly segmented/targeted retargeting campaigns as well as provided guidance on increasing average order value and lifetime customer value for back end revenue optimization.

Margins in this business are not super high, so we needed to maintain a very high return on ad spend.

Results

1000% plus all time return on ad spend (ROAS)

New customers acquired at 420% (ROAS)

Campaigns continue to scale and improve.

Proof

2019 MTD Retargeting Performance (May 1 – May 14) = 104.2x ROAS



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Google Shopping All Time

Campaign	actions	Interaction rate	Avg. cost	Cost	Clicks	Search impr. share	Conversion	Cost / conv.	Conv. value	Conv. value / cost	All conv. value / cost
Accessories 4 18 19 - top performance	1,794 clicks	0.75%	\$0.73	\$1,315.57	1,794	38.58%	46.00	\$28.60	2,154.38	1.64	1.64
accessories - med	19,647 clicks	0.94%	\$0.47	\$9,211.89	19,647	34.41%	769.00	\$11.98	52,073.03	5.65	5.65
New Products 3 12 19 med	1,375 clicks	0.79%	\$0.67	\$916.13	1,375	22.90%	34.00	\$26.95	1,867.02	2.04	2.04
membership retargeting	63 clicks	0.32%	\$1.07	\$67.56	63	—	0.00	\$0.00	0.00	0.00	0.00
dynamic search 4 19 19	53 clicks	2.31%	\$1.14	\$60.24	53	56.61%	0.00	\$0.00	0.00	0.00	0.00
Total: All enabled campaigns	22,932 clicks	0.91%	\$0.50	\$11,571.39	22,932	33.60%	849.00	\$13.63	56,094.43	4.85	4.85
Total: Account	31,697 views	0.88%	\$0.53	\$16,802.82	31,585	36.12%	958.00	\$17.48	66,979.20	4.00	4.00
Total: Search campaigns	198 clicks	3.86%	\$1.05	\$207.25	198	31.42%	0.00	\$0.00	0.00	0.00	0.00
Total: Display campaigns	888 clicks	0.40%	\$0.63	\$559.32	888	—	7.00	\$78.72	0.00	0.00	0.00
Total: Shopping campaigns	30,499 clicks	0.90%	\$0.52	\$15,989.86	30,499	36.13%	951.00	\$16.81	66,979.20	4.19	4.19

Facebook Year to Date – May 19th 2019

Banjo Ben INC (202105366484...)

Starting April 30, 2019, we are removing metrics that are outdated and replacing them with clearer and more actionable ones. We recommend learning about the replacement metrics and transitioning to them as s

Search Filters + Add filters to narrow the data you are seeing.

Account Overview Campaigns 1 selected Ad Sets for 1 Campaign Ads for 1 Campaign

Create Duplicate Edit Rules

Ad Set Name	Website Purchases Conversion	Amount Spent	Delivery	Results	Reach	Impressions	Cost per Result	Budget
atc last 10	\$7,833.58	\$192.45	Active Daily Budget Spent	72 Purchases	610	9,249	\$2.67 Per Purchase	\$1.25 Daily
vc 4 - 10	\$4,497.66	\$138.64	Active Initial learning complete	44 Purchases	4,031	21,040	\$3.15 Per Purchase	\$1.00 Daily
vc day 2 - 3	\$4,406.37	\$238.61	Active Initial learning complete	41 Purchases	5,153	22,364	\$5.82 Per Purchase	\$1.75 Daily
vc 1 day	\$8,224.24	\$240.02	Active Initial learning complete	67 Purchases	4,439	17,470	\$3.58 Per Purchase	\$1.75 Daily
vc 4 - 10 - Copy	\$0.00	\$0.00	Inactive	— Purchase	—	—	— Per Purchase	\$1.00 Daily
atc last 3	\$0.00	\$0.00	Inactive	— Purchase	—	—	— Per Purchase	\$1.25 Daily
atc 2 - 3	\$0.00	\$0.00	Inactive	— Purchase	—	—	— Per Purchase	\$1.00 Daily
atc 1 day	\$0.00	\$0.00	Inactive	— Purchase	—	—	— Per Purchase	\$1.25 Daily
Results from 8 ad sets	\$24,961.85 Total	\$809.72 Total Spent		224 Purchases	7,078 People	70,123 Total	\$3.61 Per Purchase	