Advanturalabs

Adlyticlabs
An Advanturalabs Company

Skin Care Brand

Case Study

Advanturalabs

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Meta Ads Campaign Report

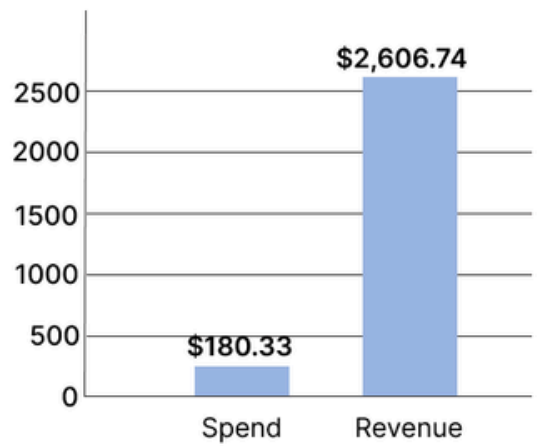
Performance Overview

Campaign Period
1 Jun 2026 – 30 Jun 2026

Attribution
7-day click, 1 day review or 1-day engaged view

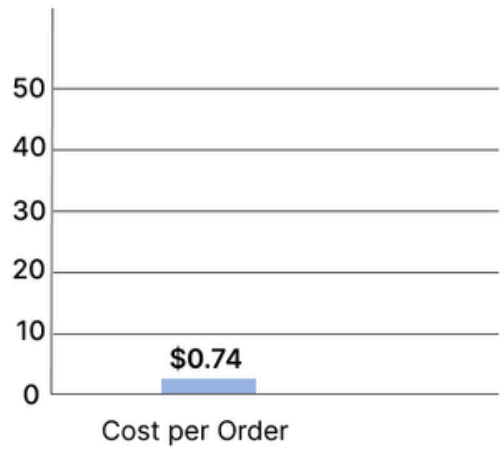
$180.33	232	$2,606.74	$0.74	14.44X
Monthly spend	Orders	Revenue	Cost per Order	ROAS

Spend vs Revenue

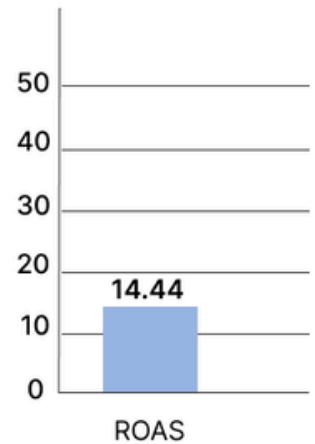


Orders

Cost per Order



ROAS



Campaign Objective

Sales

Drive website purchases and revenue by reaching high-intent shoppers and converting them through targeted Meta Ads campaigns.

Target Audience

High-intent shoppers interested in skincare and beauty products.

Engaged users including website visitors, product viewers, and previous customers.

Lookalike and interest-based audiences with relevant skincare interests.

Next Steps

Scale the top-performing campaigns while maintaining strong ROAS.
Optimise creatives and targeting to improve conversion efficiency.
Gradually increase budgets on profitable campaigns while monitoring CPA and ROAS.
Test new audiences, creatives, and offers to identify additional growth opportunities.

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Meta Ads Campaign Report

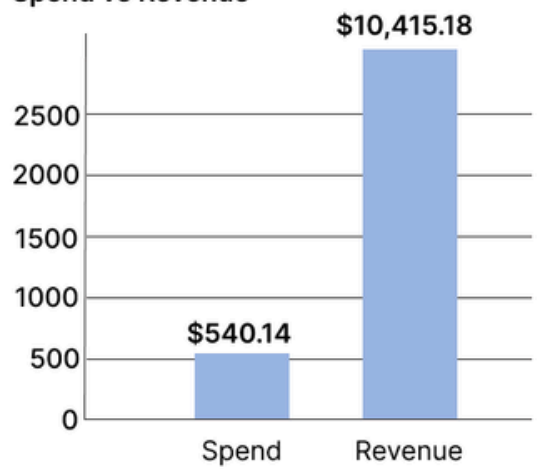
Performance Overview

Campaign Period
1 July 2026 – 31 July 2026

Attribution
7-day click, 1 day review or 1-day engaged view

$540.14	933	$10,415.18	$0.58	20.48X
Monthly spend	Orders	Revenue	Cost per Order	ROAS

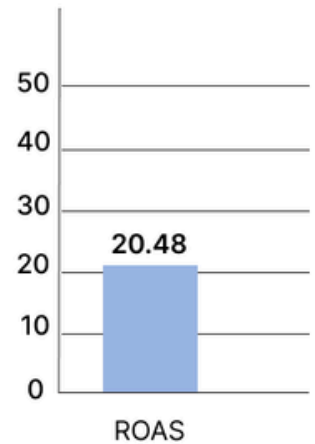
Spend vs Revenue



Orders

Cost per Order

ROAS



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Meta Ads Campaign Report

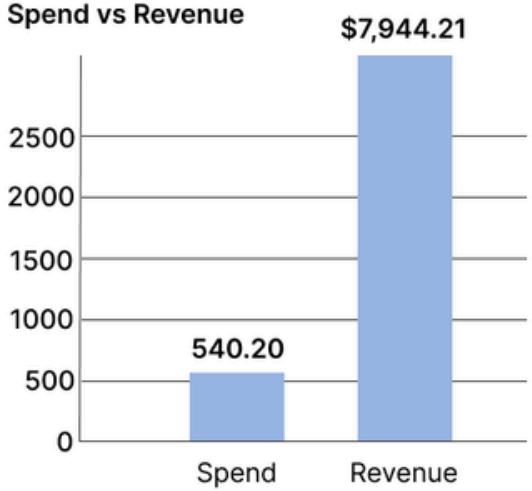
Performance Overview

Campaign Period
1 Aug 2026 – 31 Aug 2026

Attribution
7-day click, 1 day review or 1-day engaged view

$540.20	731	$7,944.21	$0.50	23.81X
Monthly spend	Orders	Revenue	Cost per Order	ROAS

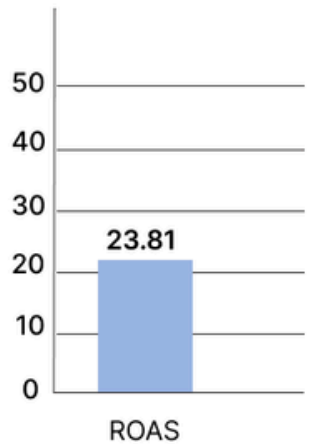
Spend vs Revenue



Orders

Cost per Order

ROAS



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Shopify

Performance Overview

Campaign Period
21 Jun 2026 – 30 Jun 2026

Attribution
7-day click, 1 day review
or 1-day engaged view

9,024
Sessions

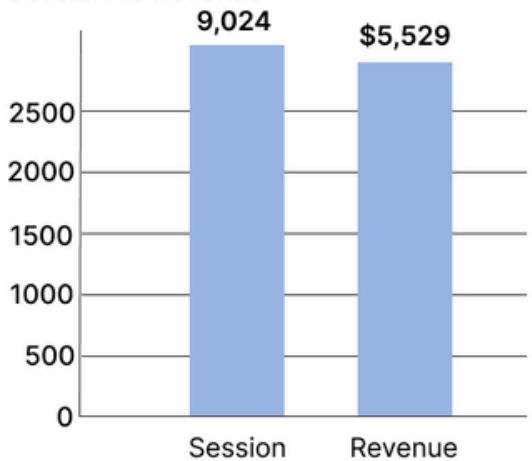
$5,529
Revenue

548
Orders

$10.09
Cost per Order

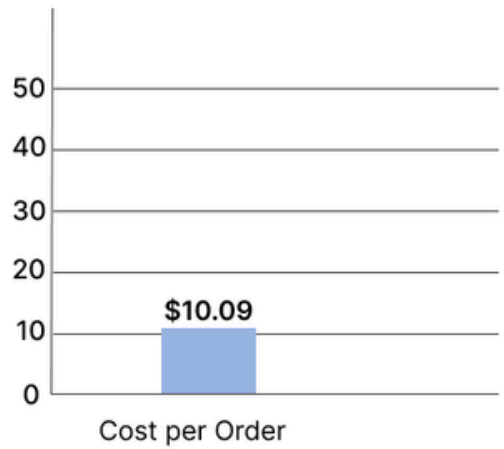
5.85%
Conversion Rate

Session vs Revenue

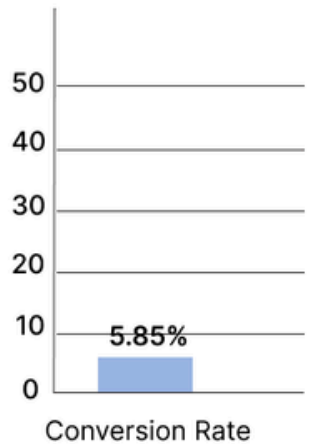


Orders

Cost per Order



ROAS



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Shopify

Performance Overview

Campaign Period
1 July 2026 – 31 July 2026

Attribution
7-day click, 1 day review
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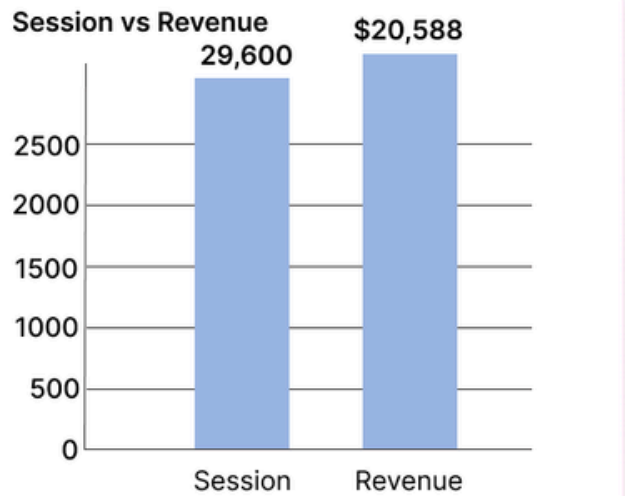
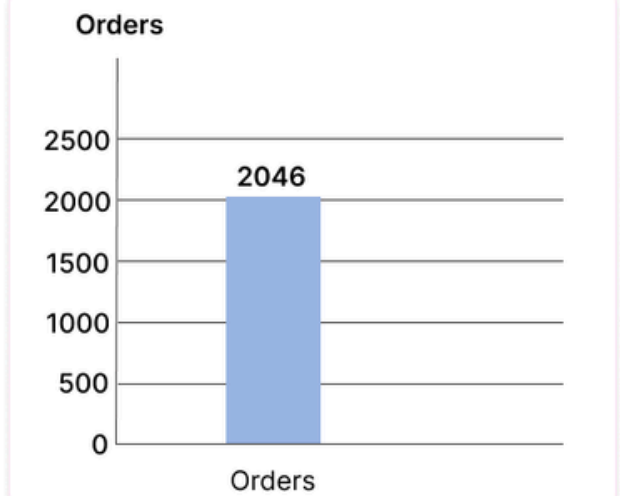
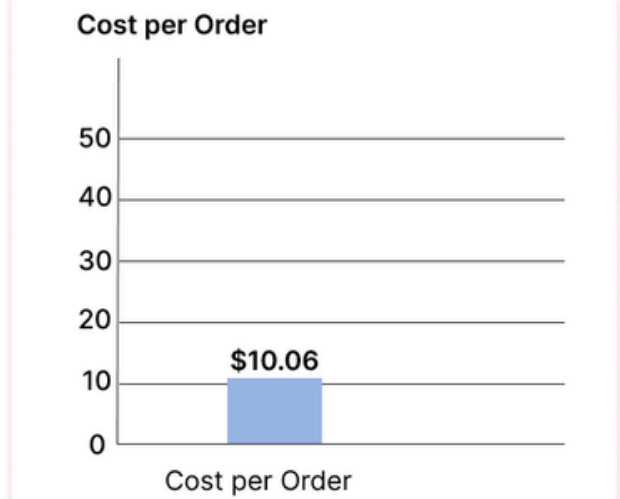
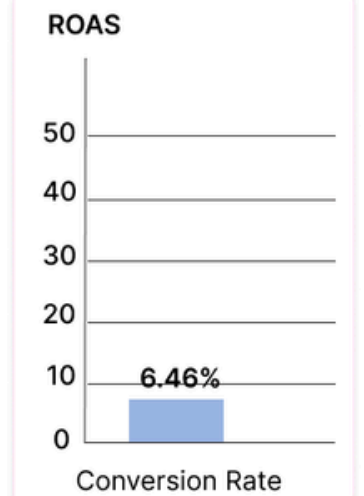
29,600	$20,588	2,046	$10.06	6.46%
Sessions	Revenue	Orders	Cost per Order	Conversion Rate









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Shopify

Performance Overview

Campaign Period
1 Aug 2026 – 31 Aug 2026

Attribution
7-day click, 1 day review
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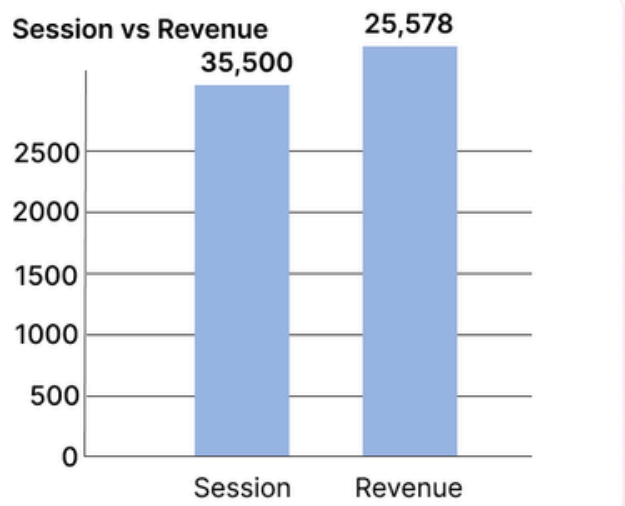
35,500
Sessions

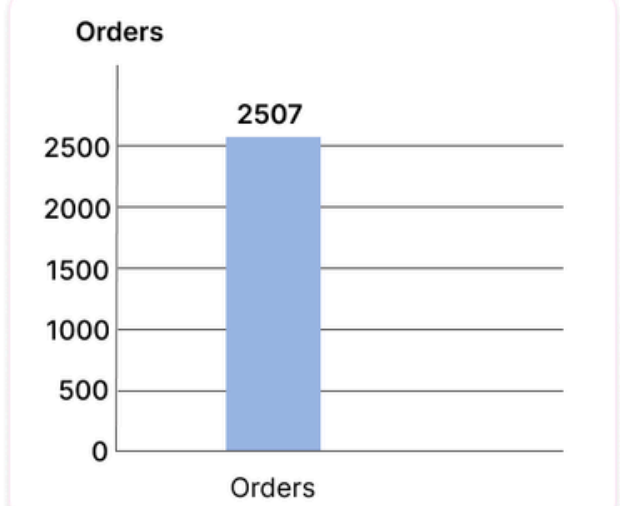
$25,578
Revenue

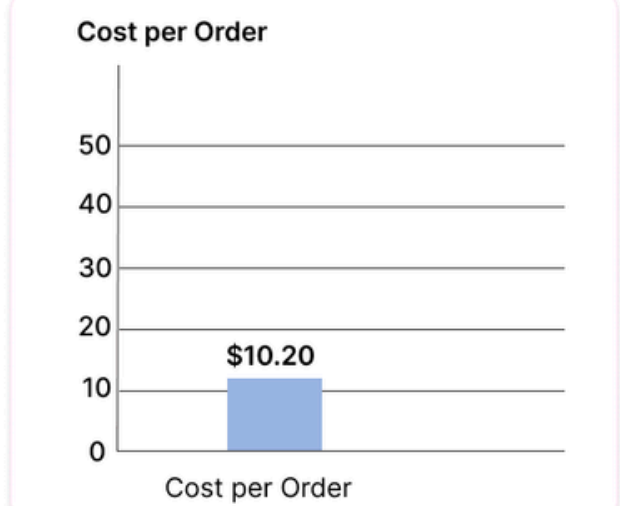
2,507
Orders

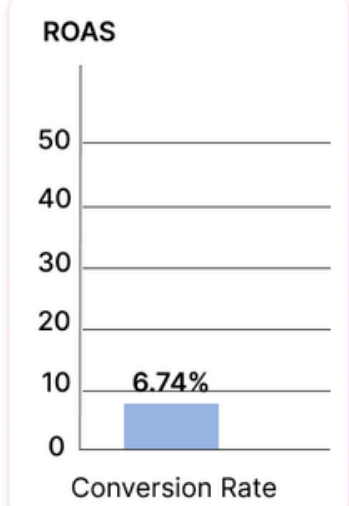
$10.20
Cost per Order

6.74%
Conversion Rate









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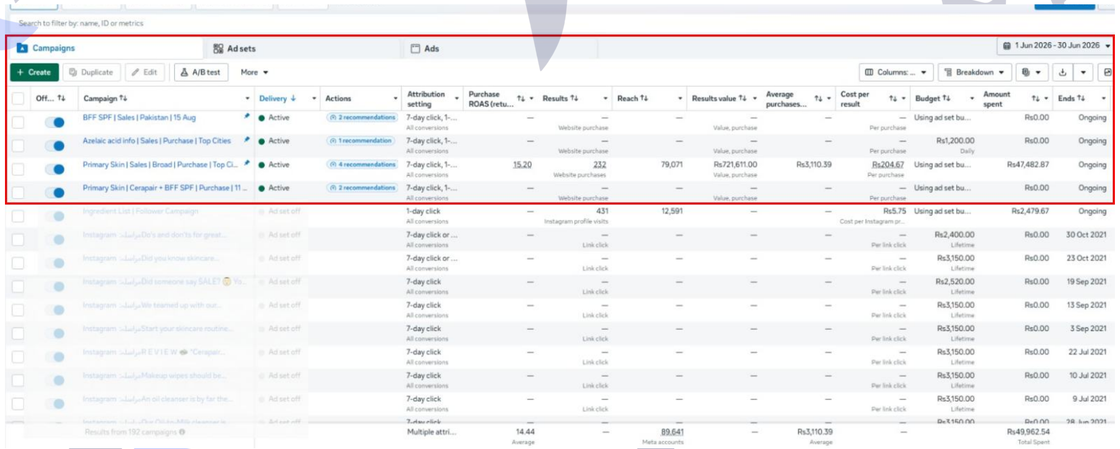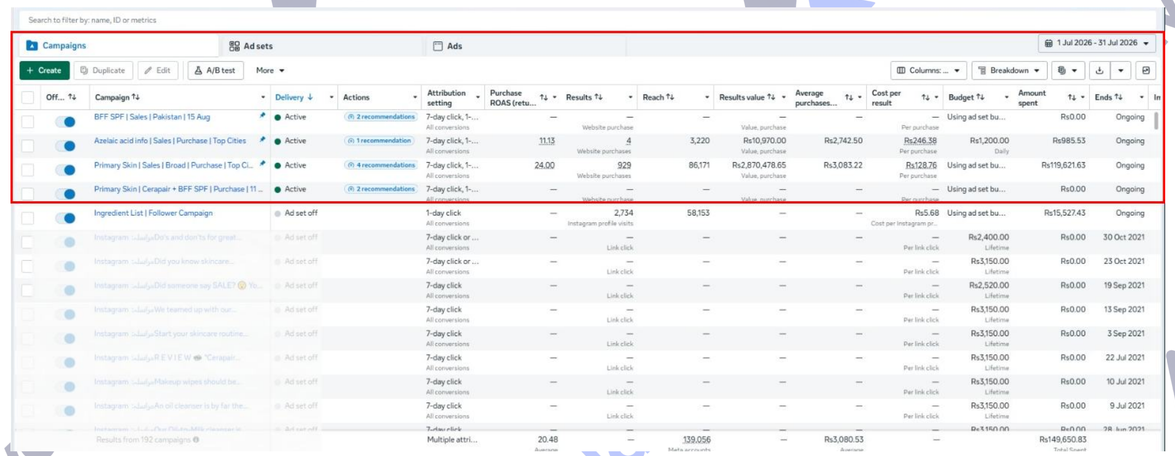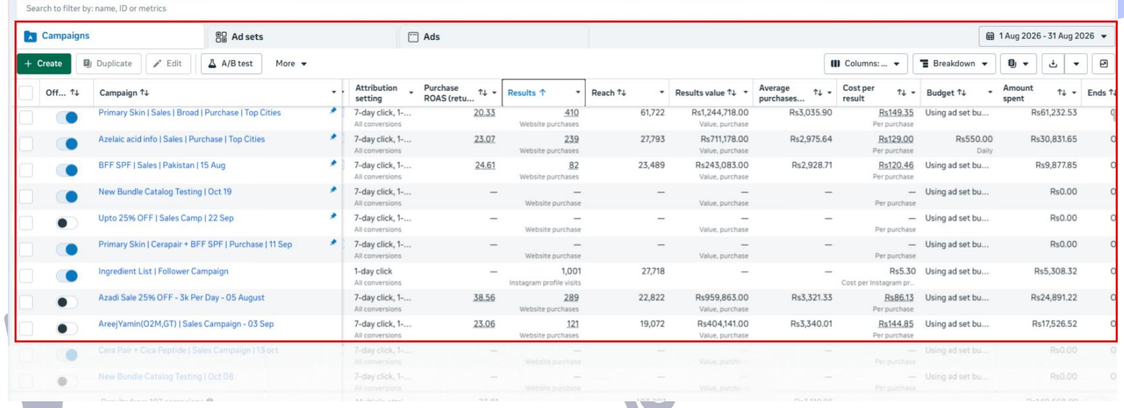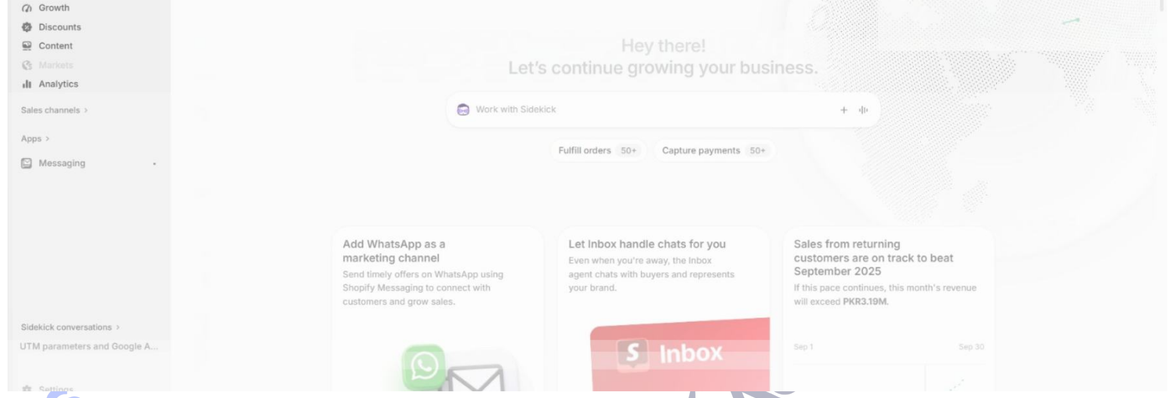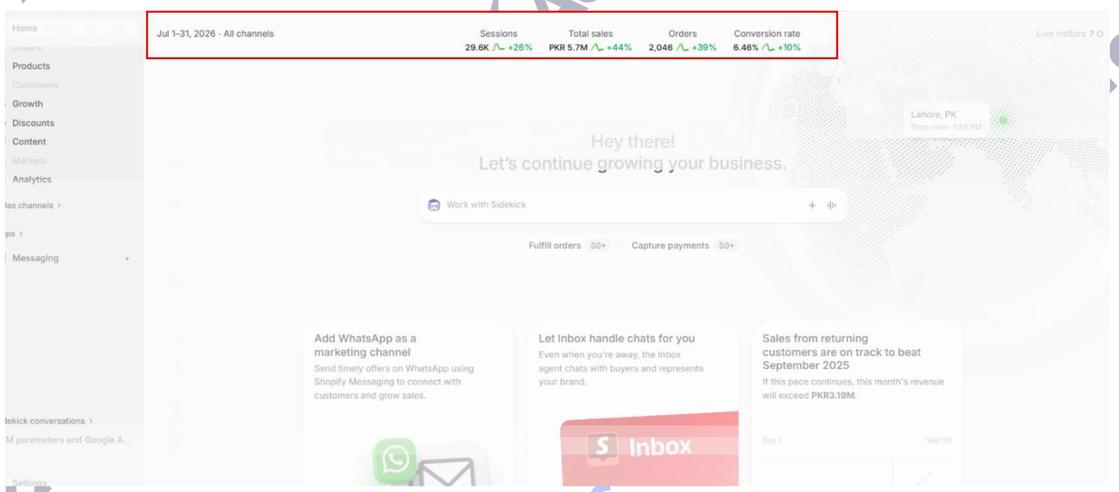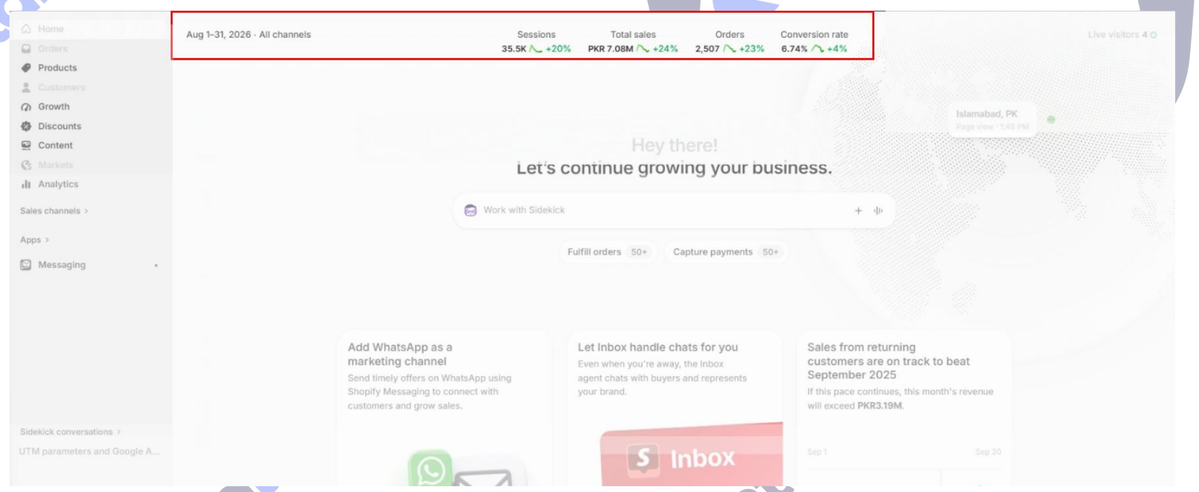
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