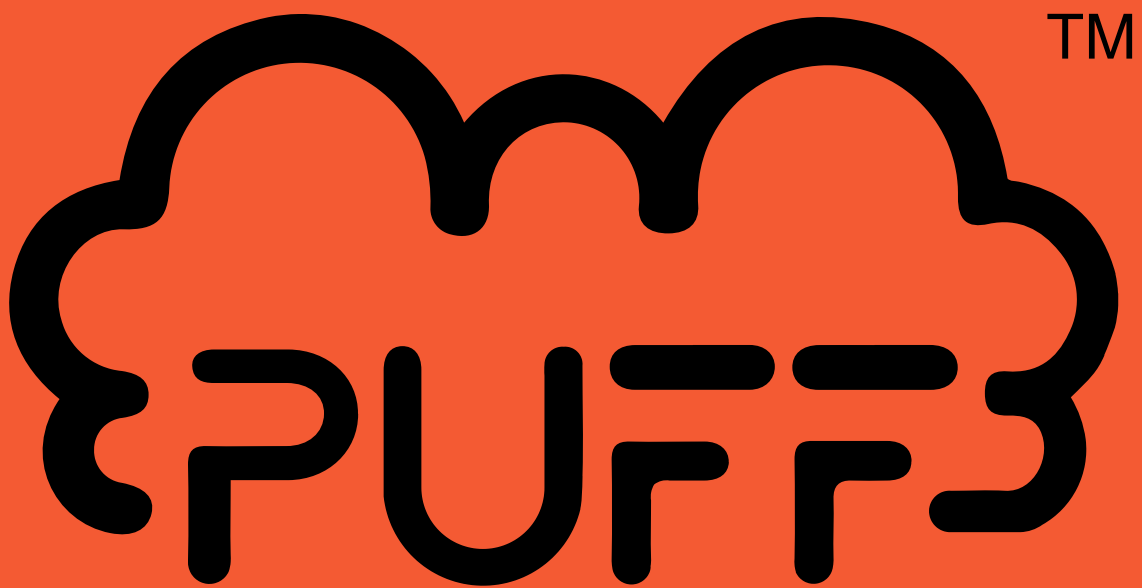


Case Study:



**BOOSTING
SALES**



for an Italian E-Commerce
Website Selling Electronic
Cigarettes through
Facebook Ads

Conceptualization & complete execution by: Lester Laine

BACKGROUND

The Italian e-commerce website, named "PUFF" specializes in selling electronic cigarettes and related products. The company was looking to increase sales through digital marketing and approached us to help drive traffic to their website through Facebook ads.

BUT

The problem was that the entire campaign could be illegal for some point.



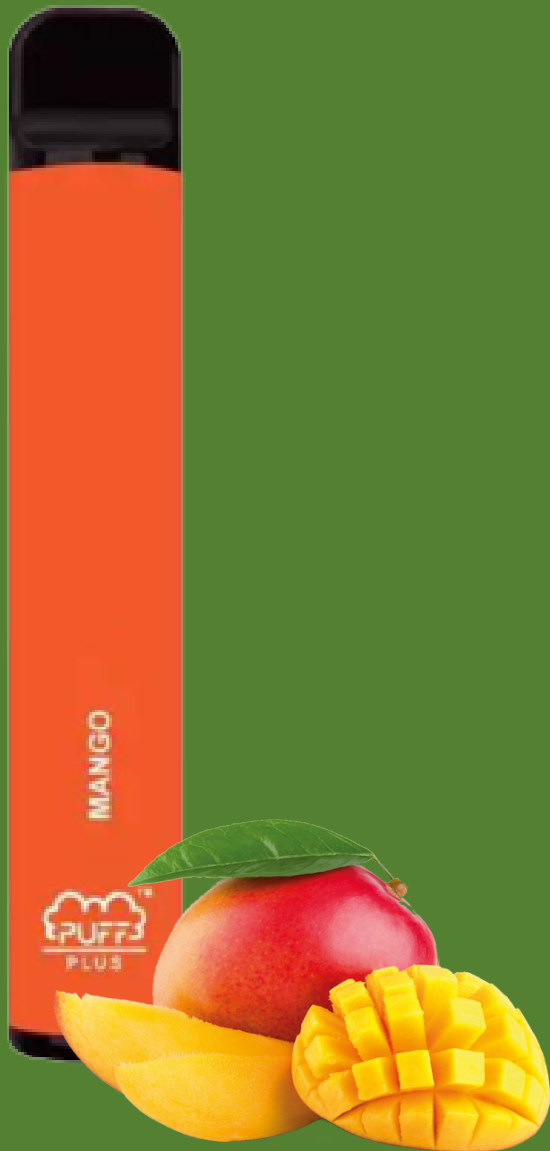
PERSPETIVE

by: Lester Laine

SOLUTION

check, check, double check

I worked with hand over fist with Meta (italy) team to create a targeted Facebook advertising campaign to reach their desired audience without any infringement



Ad Format: I utilized a combination of image and video ads to reach the target audience. **27%** Image ads were used to showcase the products and **highlight their key features**, while video ads were used to give a more in-depth look at the products and how they work, generating X5 conversations

Ad Placement: I utilized Facebook's **highly targeted** ad placement options to ensure that the ads were shown to the right people at the right time. This included targeting the news feed, right-hand column, **and in-stream videos.**

by: Lester Laine

Ad Budget: The advertising budget was set based on the target audience size, ad placement, and expected cost per click (0.34 euros)

The budget was continuously adjusted to ensure that the ads were reaching the desired audience and performing well.

Getting **0.23€** as average CPC



by: Lester Laine

Landing Page Optimization: To maximize the impact of the Facebook ads, i optimized the landing page This included making sure the page loaded quickly, was visually appealing, and had a clear call to action.



Call to Action: Each ad had a clear call to action, such as "Shop Now" or the personalized button "Vape now," (increasing the clicks by x10)

by: Lester Laine



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