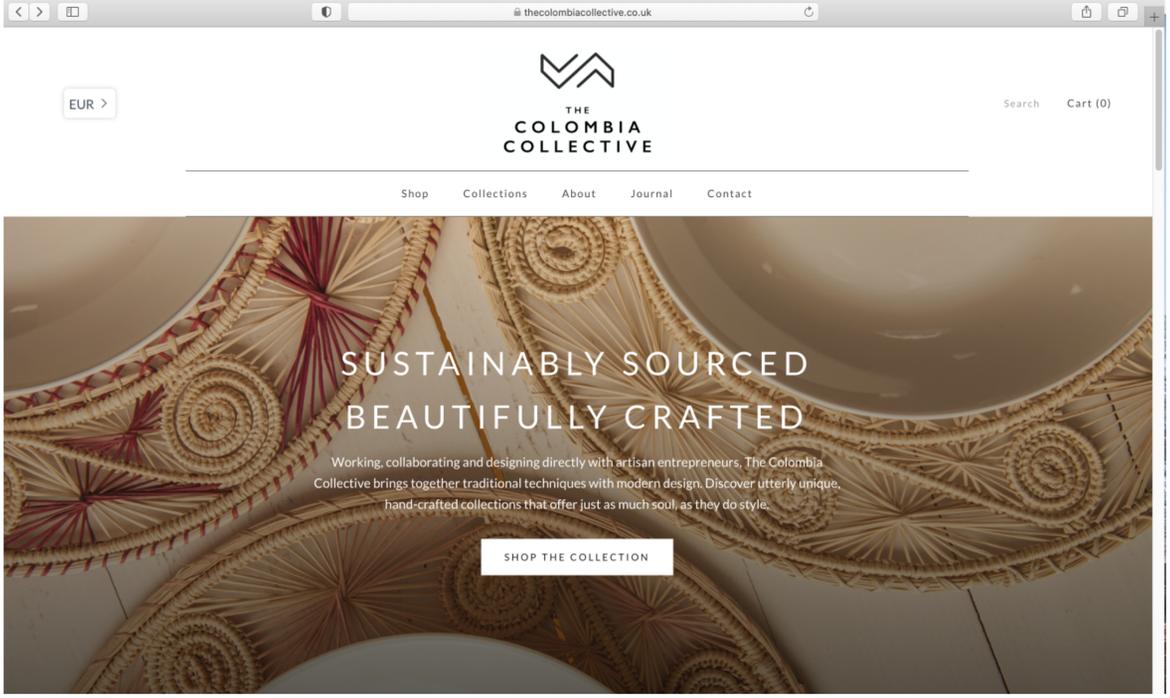




The Client

The Colombia Collective is a UK-based company that sells products created uniquely by Colombian artisans. The founder, Kate Wrigley, was looking for help with her online marketing strategy, and started working with us in June 2020.

The company has existed for over 2 years and has grown massively. When we started working with Kate, she was mainly selling through wholesale. Now, 9 months later, she has made over £84k in revenue selling B2C through her website.



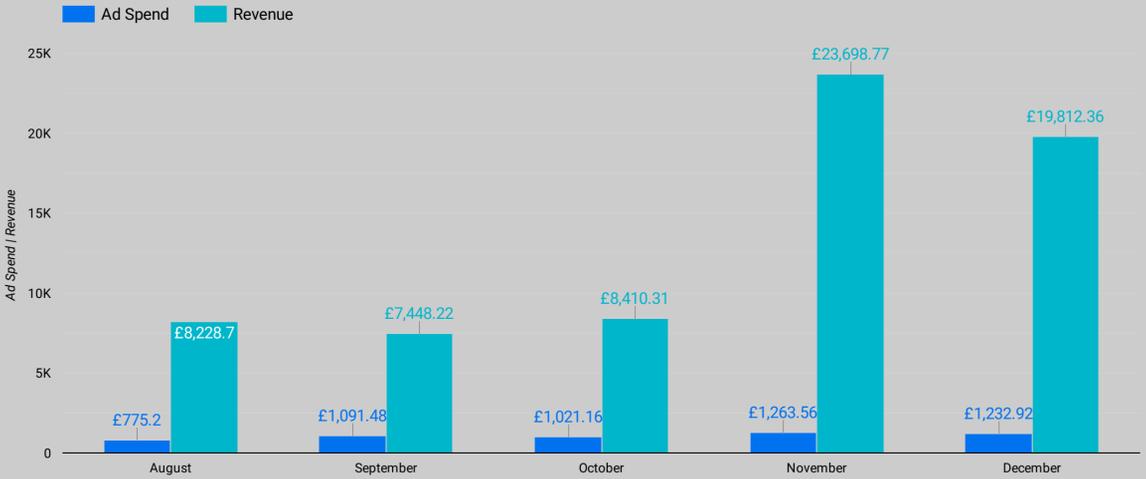
Month One: Test and Learn

Ad Spend	Clicks (website traffic)	Purchases	Purchase Value
£1,077.94	4,315	43	£7,375.85

For the first month, we focused on data collection and audience optimisation. We were given a budget of £1k that allowed us sufficient data to begin optimising the campaigns.

The initial results were good, you can see the ROAS for month one was above 6, much higher than we expected. We managed to draw 43 sales and over £7k in revenue.

Months 3-6: Optimise and Grow



After a slow month in August, we started working on growing the campaigns in the run up to Christmas. We used data on the ad images and copy to come up with a direction to follow on the content (see below), and implemented this on the 1st November.

Overall, from August to November, we increased the monthly budget by 50% while also increasing ROAS. In November, with new content, we saw record sales and a ROAS more than double that of October.

Content Strategy

The below table shows data on two main placements we use with The Colombia Collective - Instagram Feeds and Stories.

The data you're seeing is from August, September and October. When analysing, we could see that the algorithm was spending more on the feed ads, despite them having a lower ROAS.

Placement	Ad Spend	Sales	Revenue	ROAS
1. instagram feed mobile_app	£1,549.56	32	£4,435.34	2.86
2. instagram instagram_stories mobile...	£1,156.7	26	£3,864.36	3.34

This second table shows data from November and December, after we implemented the new content strategy.

After establishing that Instagram stories had more potential, we started controlling the ad spend between the placements. After passing this data onto the client, she was able to create new content that was specific to Instagram stories (examples below) which helped us to maximise this potential.

You can see that the ROAS increased on both placements with the new content, but the main difference is that most of the budget is now going on stories, which is drawing the same ROAS as feeds at a lower budget.

This kind of strategy allows us to increase the budget more quickly and get more consistent results, by prioritising ad spend on content that generates a higher ROAS.

Placement	Ad Spend	Sales	Revenue	ROAS
1. instagram instagram_stories mobile_app	£1,889.12	67	£11,463.01	6.07
2. instagram feed mobile_app	£594.28	17	£4,599.42	7.74

Stories



Feeds

