Case Study :
Beauty By Lyrics "Facebook Ads

How we helped "Beauty By Lyrics" to maximize sales and ROI.

Beauty By Lyrics

Client Overview

Client Name: Beauty By Lyrics

Industry: Health and Beauty Products

Location: USA

Company Bio: Beauty By Lyrics offers high quality and large selection of beauty and health products with best prices and great customer service.
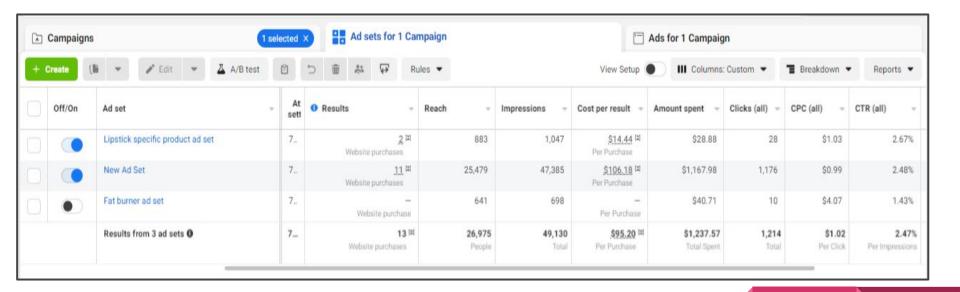
Our Findings

1. **Facebook Events were not set up**

2. **"Aggregated Event Measurement" missing**

3. **Product Catalog was not set up.**
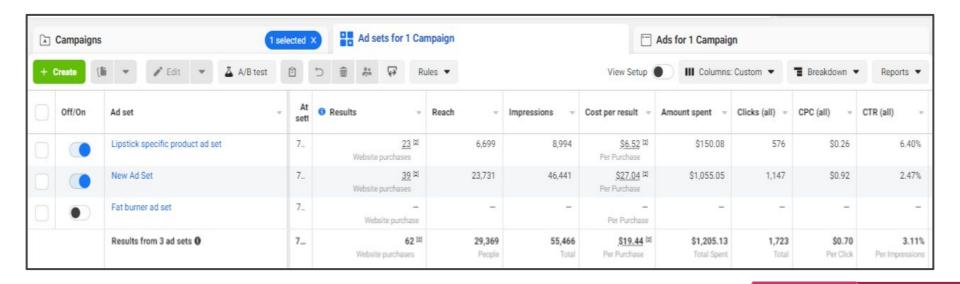
4. **Audience Targeting Missing**

Action Taken

- **Facebook Pixel Setup**

- **Facebook Events Setup**

- **Aggregated Events Set Up**

- **Setup Product Catalogues**

- **Created Custom Audience**

Result : Before

	Off/On	Ad set	At set!	Results	Reach	Impressions	Cost per result	Amount spent	Clicks (all)	CPC (all)	CTR (all)
☐	⬤	Lipstick specific product ad set	7..	2 [2] Website purchases	883	1,047	$14.44 [2] Per Purchase	$28.88	28	$1.03	2.67%
☐	⬤	New Ad Set	7..	11 [2] Website purchases	25,479	47,385	$106.18 [2] Per Purchase	$1,167.98	1,176	$0.99	2.48%
☐	⬤	Fat burner ad set	7..	— Website purchase	641	698	— Per Purchase	$40.71	10	$4.07	1.43%
		Results from 3 ad sets ❶	7...	13 [2] Website purchases	26,975 People	49,130 Total	$95.20 [2] Per Purchase	$1,237.57 Total Spent	1,214 Total	$1.02 Per Click	2.47% Per Impressions

Result : After

	Off/On	Ad set	At sett	Results	Reach	Impressions	Cost per result	Amount spent	Clicks (all)	CPC (all)	CTR (all)
☐	🔵	Lipstick specific product ad set	7_	23 [x] Website purchases	6,699	8,994	$6.52 [x] Per Purchase	$150.08	576	$0.26	6.40%
☐	🔵	New Ad Set	7_	39 [x] Website purchases	23,731	46,441	$27.04 [x] Per Purchase	$1,055.05	1,147	$0.92	2.47%
☐	⚫	Fat burner ad set	7_	— Website purchase	—	—	— Per Purchase	—	—	—	—
		Results from 3 ad sets ❶	7_	62 [x] Website purchases	29,369 People	55,466 Total	$19.44 [x] Per Purchase	$1,205.13 Total Spent	1,723 Total	$0.70 Per Click	3.11% Per Impressions

Results Comparison Table

Metrics	Before	After
Impressions	49130	55464
Reach	26975	29369
Sales	13	62
Cost Per Result	$95.20	$19.44
CPC	$1.02	$0.70

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