Module 4 – 8 Case Study – Follow Up on Dog Leash Product

September 14, 2015

Showed his numbers where they actually ran the ad for the Dog Leash product that was found and shown in Module 3 – 2.

They made $300 in a few days and they would be $1,500 in a month. That couldd ramp up to $15,000 a month on the one product.

It works

Case Study: Dog Niche

All right and welcome to the Facebook

ads case

study. This is where we actually break down and show the

exact results of that page like ad that we've done and the report that we

created and based on that report

and the demographics that that report has given us we decided to put an

ad together and act

ually run the

ad and see what the results we will get with the dog leash that we found in

the earlier module. So we're

essentially doing exactly what we described in theory we're putting it into

practice to see what the results

are. So let's actually go in

side this Facebook ad and then see what the results were. So the first thing

that

I wanted to show you is as you can see this ad was running from 24th to

April 29th. The amount of money

that we spent was fifty three dollars and forty five cents. I believe

we ran at about fifteen dollars a day or

so. The results that we've gotten were

, the

click through rate for example 8.848$ which is really good. The

relevant score was ten for ten which means that the ad that we were

showing to the people that the ad

was r

eally in front of was a perfect match. We were really good

dialed in

on our targeting. Now the amount

spent to date which was probably the last day was $10.85 but that's

essentially irrelevant because the

total amount like I said was fifty three forty five
.
Now we've reached about sixteen thousand nine hundred thirty seven
people. Out of those one thousand
seven hundred and one clicked on the ad and as you can see the click
through ratio which I just mentioned
is 8.848% and we received about one thousand o
ne hundred and seventy post engagements. Okay so the
average cost per engagement as you can see is five cents and that's
essentially what this ad gave us. Now
let's actually go inside this ad and see what the details were. As you could
see if you look at
the top part
there you'll see that we actually went with the age that the page like report
has given us which is thirty
five to fifty four, the gender is only female we went with mobile newsfeed
ads and desktop newsfeed ads.
As I mentioned before we rare
ly run the right column. Again that's not because the right column doesn't
work it just simply hasn't provided us with results and based on our testing,
that's basically what we
decided to do. Now in your case you may want to run the right column ads
separ
ately to see if you're
getting better results but because we know that we haven't gotten results in
the past we left it out in this
case
as well
. Now the interest were pit bulls org, I love my pit bull, peace and love pit
bulls, pit bull lovers
or pit bull
is my family. We decided to only go with this. Now if we added all other
interests, I'm pretty
sure we would have probably gotten similar results but again this was a test
and we decided to test it with
these keywords and see what the results was and we
can optimize it from here. We can
add
keywords,

we can take away keywords, we can create different ads with different keywords and interests I should
be saying really but the idea here is that obviously some of these interests that you see here we covered
in the discussions earlier. We went with the exact age and the gender of the people from the report that
we've gathered together.
You can see that the daily budget was fifteen dollars a day as I mentioned to you at the end of the day the
ad below says so
mething does your pit bull pull you when you walk, all that stops now. Step one, share
this with your friends who own pit bulls, step two gets yours here and there's a link to that page that
we've created together and you can see partially the image of the product. Now you can also see the
performance in terms of the breakdown of all the actions that were taken for this ad in terms of the photo
views, the likes the shares and other actions but that's essentially what we've done and that's exactly
what the r
eport has told us to do right. We left every other age and other gender out of this ad. So what
I've done is let's actually hop on the Internet and what I've done is I've taken only all these orders that we
received from this ad and I placed them in Excel.
It's just easier to work with them in Excel. I also wanted
to hide the last names in the e
-
mails of these customers for obvious reasons for privacy purposes so I have
done exactly that. We could still see the order number, we can still see their first nam
e and the amount
they paid but everything else is hidden for obvious reasons. And let's actually see what happened here.
So when you see the $12.98 that's really the $9.99 price plus the $2.99 shipping. When you see something
like $25.96 that's somebody wh
o purchased two of these leashes just like here and then one time we have

somebody purchasing three leashes. So if we actually do the numbers here, let's actually run the count.

Let's see what we have, we have count people thirty eight so that's thirty eig

ht entries but obviously it's

not thirty eight items sold because we have multiple items sold. So that thirty eight, thirty nine, forty,

forty one, forty two, forty three. So forty three items sold. So let's put that here, forty three items sold.

Now remem

ber we were making let's see $4.99, let's do some math over here. So out of $12.98 our cost

was $4.99 remember that person on eBay where we found this item and where we're

going to purchase

this item, sent all those items to these people, the cost is going

to be $4.99 because the shipping was free.

So we're making $7.99 or $8 let's round it up by one more penny and make it $8 dollars for simple math.

So eight dollars times forty three is $344 that we've grossed right this is how much our gross profit so to

speak.

Now obviously we also spent money on Facebook and that amount if we go back is fifty three forty five

so fifty three forty five equals this minus this is $290.55 that we've net profited. Now let's see how many

days was that, so I believe 24th to 29

th, it wasn't really full days. I would even say it started on the 23rd

really and ended on the 29th so let's go 23 to 29 because I believe it started earlier based on this graph.

So let's actually see, actually no it says scheduled 24th so it started prob ably in the middle of the 23rd

that's why we see the graph. So as you can see the schedule right here it says 24th ongoing so that's the

date that it was launched. So 24th to 29th is five days. That's about fifty eight dollars a day right. So

whether we wa

nt to round it up to sixty or not that's not the point. But let's say we ran this thing for a

month and this would have been, so $1743 with one simple product, one breed and really not much
hassle because all we got to do is put up the ad as we have discu
ssed you know and broke it down if we
had no idea who to target, we could just simply go and basically find out through the page likes reports
after running that ad for about three days and then sell into the exact demographics you know to one
breed for e
xample the pit bulls and then you can got to Labradors and bull dogs and so on. But bottom
line is even if this was six days right, let's say it wasn't five days it was six days you would have made
$14.52. So worst case scenario we're making approximately
fifteen hundred dollars a month from one
breed.
Remember we said there was like ten breeds out there when we were doing the research? So if you
multiply this by ten breeds you're making fourteen fifteen thousand dollars a month from one simple
product tha
t you're buying on eBay and selling to shipping to your customers without having to actually
carry that item. Now I will give you, I will tell you one caveat since this is a case study, if you are going to
go from say fifteen hundred dollars a month to fif
teen thousand dollars a month, I would strongly suggest
that you should use, you find this product for example from the manufacturer or China and start white
labeling
meaning start
basically buying directly from them and actually carrying this item and shi
pping it
yourself possibly charging for shipping a little more and seeing how that plays out. The reason is because
you will be in full control, there will be no issues with the eBay selling crew including or excluding their
invoices, and again we covered
this in early modules where we asked the eBay seller to potentially take

away the invoices and put a shipping label saying that this is coming from a shipping department versus
their name or the eBay username and if they are willing to do that fantastic, i
f they're not you may want
to look for either a different seller or simply like I said look for a direct source of this product and start