

Generated an ROI of 14.41x for an online leather boutique brand by driving traffic to its EComm Platform via the use of dynamic and custom ads



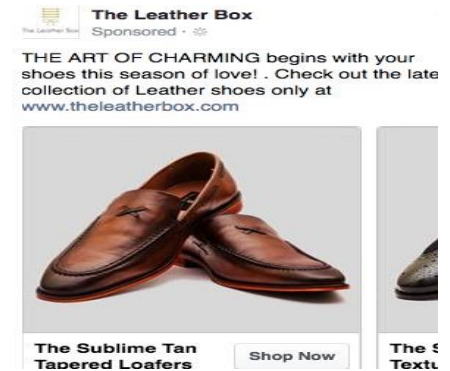
Background

The Leather Box, sells tailor-made classic leather shoes. Artisans use special design templates to make shoes that fit into every particular side.



Objective

Drive traffic onto the the website get a **good ROI by getting maximum possible conversions**. Also to help design a target audience and position Ad Campaigns accordingly.



What we did

Designed various Smart and Custom Ads to promote the men's leather good brand via Facebook.

We were able to drive a **CTR of 3% in the very first month of the campaign and an ROI of 700%**.