

Facebook Ecommerce Traffic Campaign

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Average Results

Based on 2024 WordStream data, the average Clickthrough Rate (CTR) for paid Facebook ads in the shopping category hovers around just 1.82%, with a standard Cost Per Click (CPC) of \$0.65.

My Results

In contrast, a recent campaign I ran resulted in a 7.55% CTR with a CPC of just \$0.27.

My Method

The campaign spanned four weeks and four stages, with seven ad sets and seventy-seven ad variations tested. By isolating ad elements like Creative, Headline, and Copy in each stage, I quickly identified top performers and combined them to create the most effective ads.

No Dollar Wasted

As a small business owner myself, I know that every dollar counts; my methodology allowed me start achieving results on day one. So, while this ad represents the winner, even my worst performing ad sets beat the average: My lowest CTR was an impressive 3.23% and my highest CPC was just \$0.35.

Design and Copywriting

In addition to managing this ad campaign, I designed the creatives and wrote all of the copy.

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573

LIKES

50

COMMENTS

24

SHARES

+7.55%

INDUSTRY AVERAGE = 1.82%

CTR (CLICK THROUGH RATE)

\$.27

INDUSTRY AVERAGE = \$.67

CPC (COST PER CLICK)