

# TDH



# Home Decor Portfolio

“World Wide Businesses”

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Baskets and Bins

Ceiling Light

Console Table

[Rewards](#)

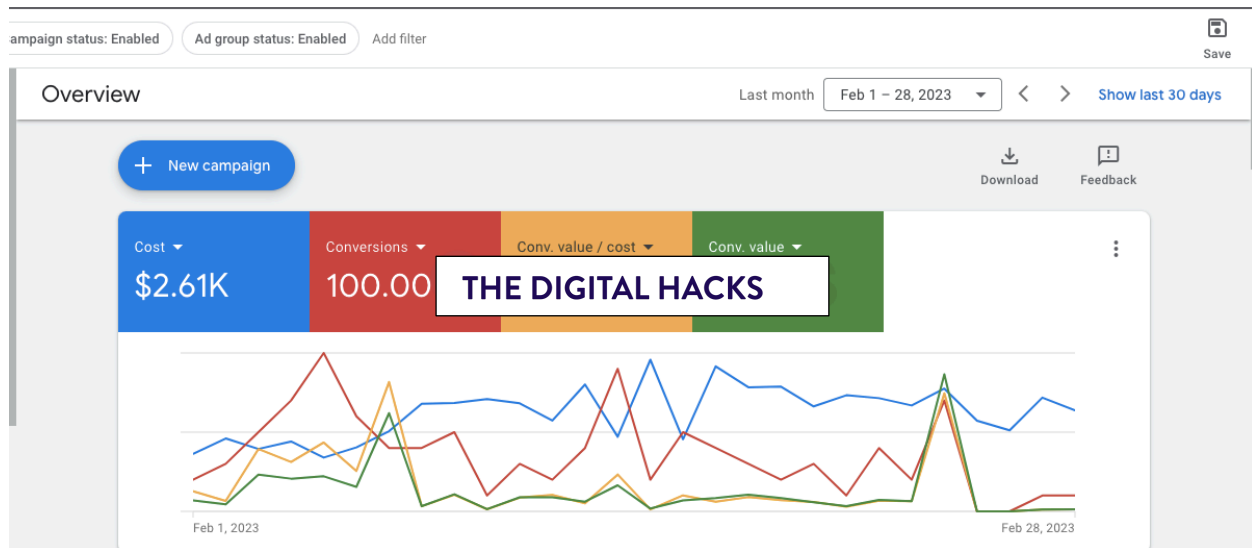
Mango Wood and Rattan Cabinet

- The screenshot displays the Facebook Ads Manager interface. At the top, there's a search bar and filters for "Search and filter" and "This month: 1 Mar 2023-29 Mar 2023". Below this are tabs for "Campaigns", "Ad sets", and "Ads". A navigation bar includes buttons for "+ Create", "Edit", "A/B test", and icons for various actions like "Rules", "View Setup", "Columns: Review FL", "Breakdown", and "Reports".

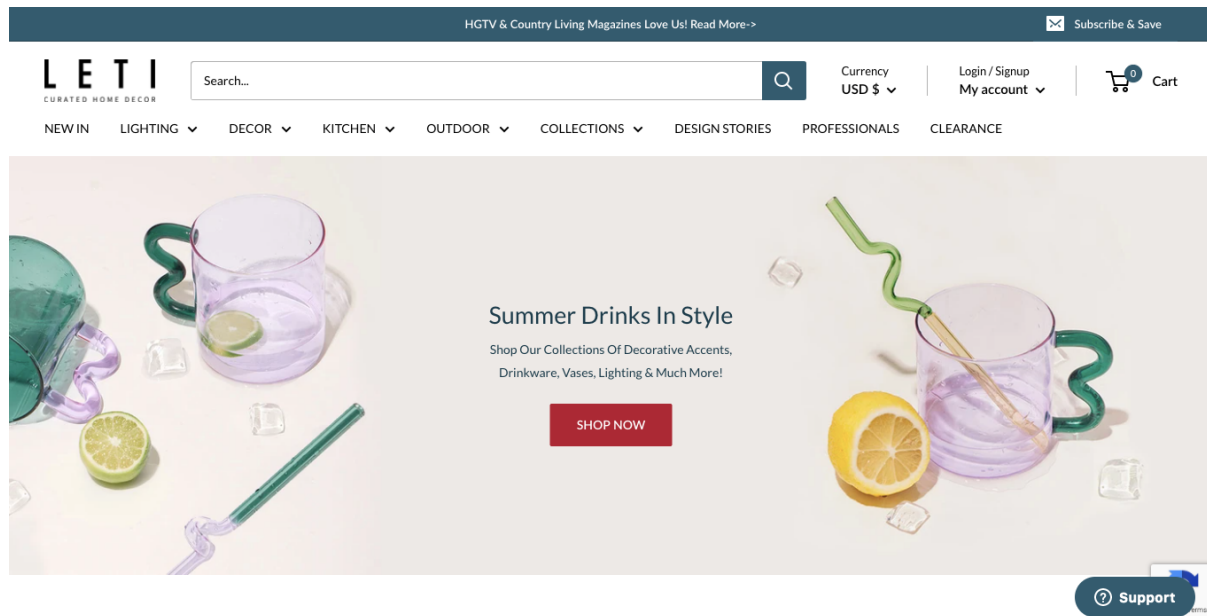
	Off/On	Campaign	Adds to cart	Amount spent	Purchases	Cost per purchase	Purchases conversion value	Purchase ROAS (return on ad spend)	Attribution setting
	<input type="checkbox"/>		-	-	-	-	-	-	-
	<input type="checkbox"/>		-	-	-	-	-	-	-

A red box highlights the columns: Amount spent, Purchases, Cost per purchase, Purchases conversion value, and Purchase ROAS. Red arrows point from these highlighted columns down to a summary row at the bottom of the table.

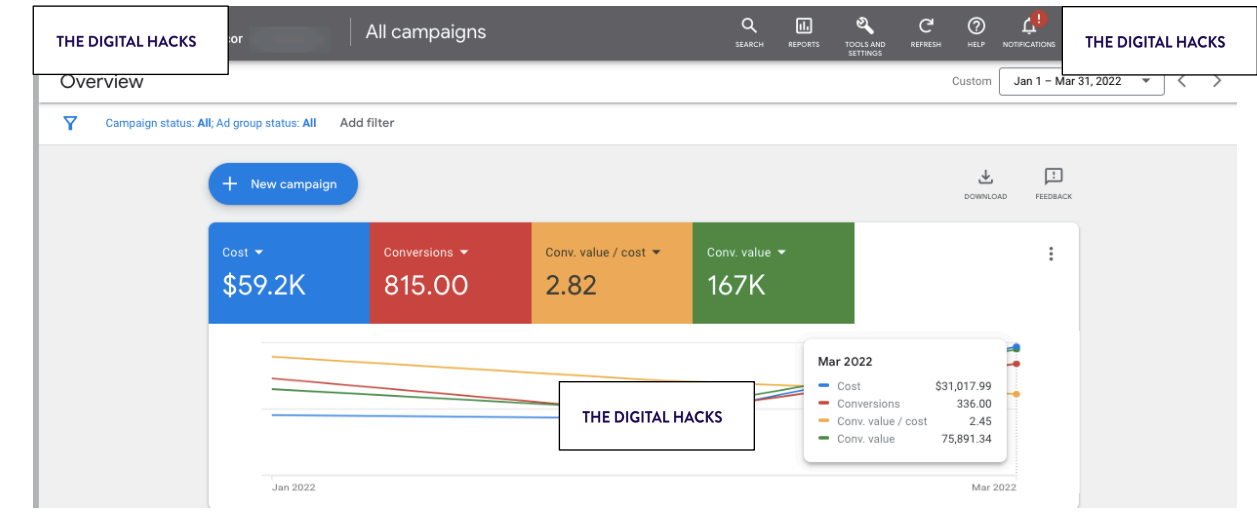
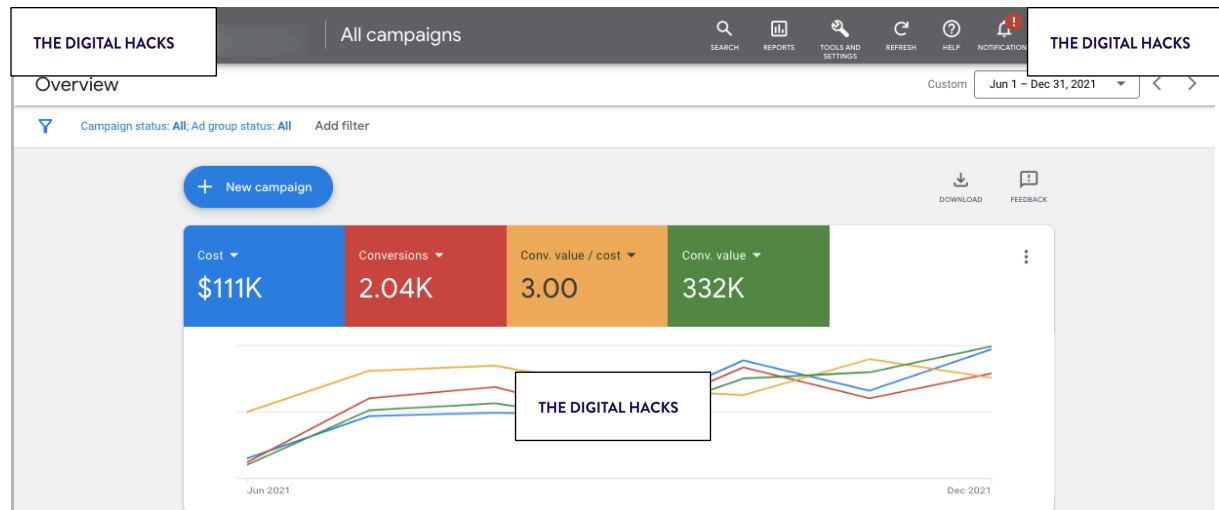
			14 [H]	29 [H]	\$279.26	6 [H]	\$46.54 [H]	\$1103.50 [H]	3.95 [H]	7-day click
			-	-	\$0.00	-	-	\$0.00	-	7-day click
			-	-	\$0.00	-	-	\$0.00	-	7-day click
			3 [H]	6 [H]	\$209.82	2 [H]	\$104.91 [H]	\$300.00 [H]	1.43 [H]	7-day click
			197 [H] Total	967 [H] Total	\$5,650.16 Total Spent	143 [H] Total	\$39.51 [H] Per Action	\$16,348.69 [H] Total	2.89 [H] Average	7-day click



# Letifly – Home Decor



- **Business Type:** Home Decor
- **Work:** Google and FB Ads
- **Budget:** \$35K
- **Result:** 3x ROAS





Campaigns <span>Letify</span>									
Updated just now <span>Discard drafts</span> <span>Review and publish</span>									
Attribution setting is 7-day click or 1-day view <span>Search and filter</span> <span>Save</span> <span>Clear</span> <span>Jan 1, 2022 – Mar 31, 2022</span>									
<div> <div>Campaigns</div> <div>Ad sets</div> <div>Ads</div> </div> <div> <div>+ Create</div> <div>Duplicate</div> <div>Edit</div> <div>...</div> </div> <div>Columns Breakdown Reports</div>									
	Off / On	Campaign name	Is	Reach	Impressions	Cost per result	Amount spent	Purchase ROAS (return on ad spend)	Purchases conversion value
	<input checked="" type="checkbox"/>		11 <sup>ROI</sup>	4,902	14,179	\$39.60 <sup>ROI</sup>	\$435.55	5.95 <sup>ROI</sup>	\$2,590.15 <sup>ROI</sup>
	<input checked="" type="checkbox"/>		59 <sup>ROI</sup>	14,158	97,918	\$33.73 <sup>ROI</sup>	\$1,990.		294.27 <sup>ROI</sup>
	<input checked="" type="checkbox"/>		104 <sup>ROI</sup>	203,260	393,731	\$65.00 <sup>ROI</sup>	\$6,760.		806.25 <sup>ROI</sup>
	<input type="checkbox"/>		—	643	864	—	\$24.84	—	\$0.00
	<input type="checkbox"/>		—	—	—	—	—	—	\$0.00
	<input type="checkbox"/>		—	—	—	—	—	—	\$0.00
	<input type="checkbox"/>		—	—	—	—	—	—	\$0.00
	<input type="checkbox"/>		—	—	—	—	—	—	\$0.00
	<input type="checkbox"/>		—	—	—	—	—	—	\$0.00
	<input type="checkbox"/>		—	—	—	—	—	—	\$0.00
	<input type="checkbox"/>		—	—	—	—	—	—	\$0.00
	<input type="checkbox"/>		—	—	—	—	—	—	\$0.00
	<input type="checkbox"/>		—	212,279	509,300	—	\$9,254.74	2.55	\$23,690.67
			— conversions	People	Total	Multiple conversions	Total Spent	Average	Total

THE DIGITAL HACKS

Campaigns <span>Letify</span>									
Updated just now <span>Discard drafts</span> <span>Review and publish</span>									
Attribution setting is 7-day click or 1-day view <span>Search and filter</span> <span>Save</span> <span>Clear</span> <span>Jun 1, 2021 – Dec 31, 2021</span>									
<div> <div>Campaigns</div> <div>Ad sets</div> <div>Ads</div> </div> <div> <div>+ Create</div> <div>Duplicate</div> <div>Edit</div> <div>...</div> </div> <div>Columns Breakdown Reports</div>									
	Off / On	Campaign name	Is	Reach	Impressions	Cost per result	Amount spent	Purchase ROAS (return on ad spend)	Purchases conversion value
	<input type="checkbox"/>		454 <sup>ROI</sup>	628,755	1,842,626	\$53.75 <sup>ROI</sup>	\$24,401.81	2.01 <sup>ROI</sup>	\$48,957.05 <sup>ROI</sup>
	<input type="checkbox"/>		60 <sup>ROI</sup>	43,127	197,554	\$50.49 <sup>ROI</sup>	\$3,029.54	3.94 <sup>ROI</sup>	\$11,949.62 <sup>ROI</sup>
	<input type="checkbox"/>		59 <sup>ROI</sup>	9,903	50,770	\$25.16 <sup>ROI</sup>	\$1,484.67		8.35 <sup>ROI</sup>
	<input type="checkbox"/>		19 <sup>ROI</sup>	40,954	81,821	\$86.37 <sup>ROI</sup>	\$1,641.12		2.71 <sup>ROI</sup>
	<input type="checkbox"/>		9 <sup>ROI</sup>	14,845	29,757	\$42.77 <sup>ROI</sup>	\$384.97	4.92 <sup>ROI</sup>	\$1,895.10 <sup>ROI</sup>
	<input type="checkbox"/>		7 <sup>ROI</sup>	1,973	3,623	\$42.86 <sup>ROI</sup>	\$300.04	5.77 <sup>ROI</sup>	\$1,732.50 <sup>ROI</sup>
	<input type="checkbox"/>		19 <sup>ROI</sup>	51,138	90,732	\$112.34 <sup>ROI</sup>	\$2,134.54	0.64 <sup>ROI</sup>	\$1,362.80 <sup>ROI</sup>
	<input type="checkbox"/>		6 <sup>ROI</sup>	36,295	48,726	\$92.76 <sup>ROI</sup>	\$556.55	0.77 <sup>ROI</sup>	\$428.70 <sup>ROI</sup>
	<input type="checkbox"/>		4 <sup>ROI</sup>	15,364	20,334	\$228.94 <sup>ROI</sup>	\$915.74	0.43 <sup>ROI</sup>	\$392.00 <sup>ROI</sup>
	<input type="checkbox"/>		1 <sup>ROI</sup>	380	1,275	\$159.91 <sup>ROI</sup>	\$159.91	0.23 <sup>ROI</sup>	\$36.00 <sup>ROI</sup>
			— conversions	707,821	2,382,335	—	\$35,387.83	2.23	\$79,146
			— conversions	People	Total	Multiple conversions	Total Spent	Average	Total

THE DIGITAL HACKS

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SAVING



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INSTALLATION



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WARRANTY



FLEXIBLE  
PAYMENT



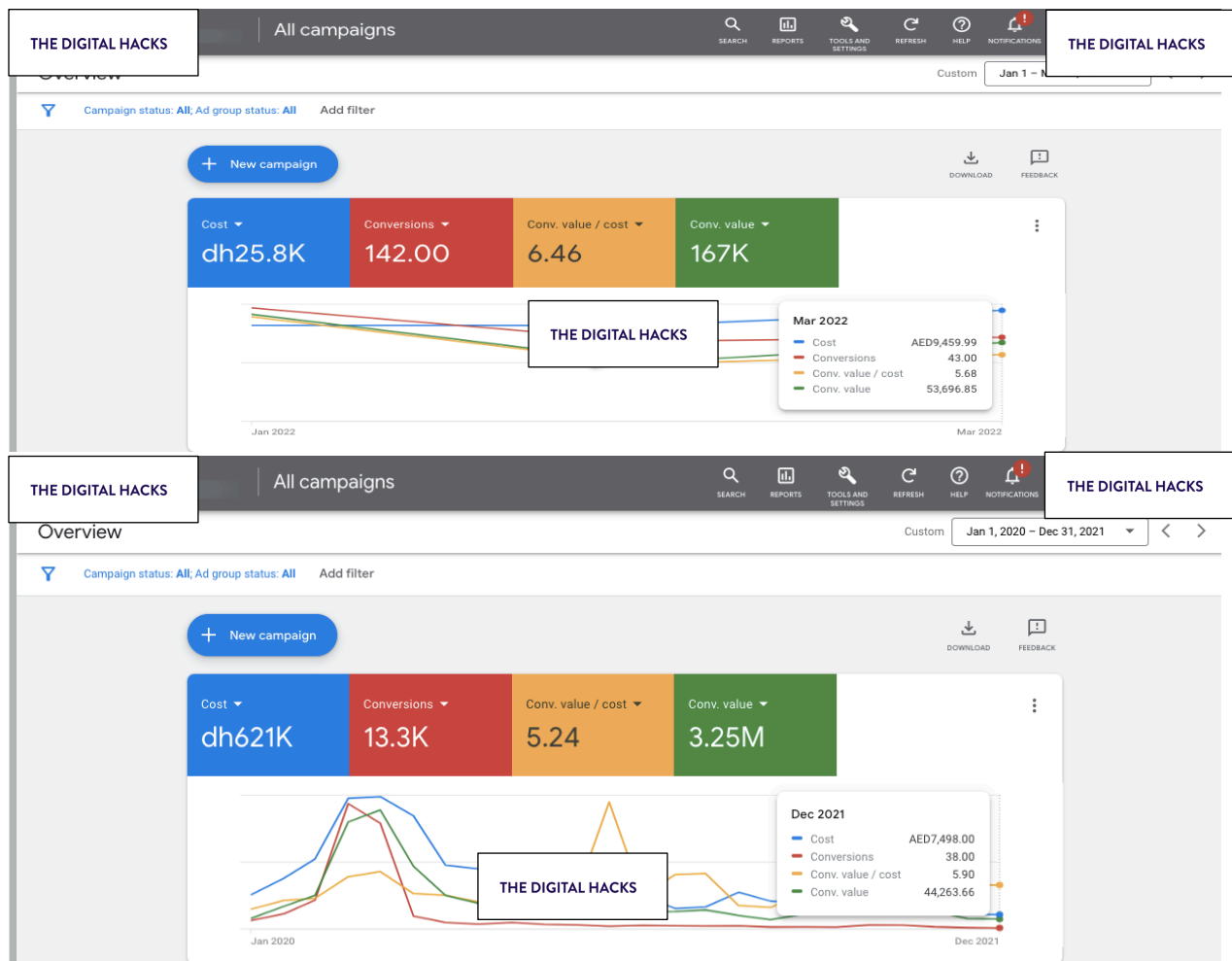
FREE DELIVERY/  
GLOBAL SHIPPING

Browse Popular Categories

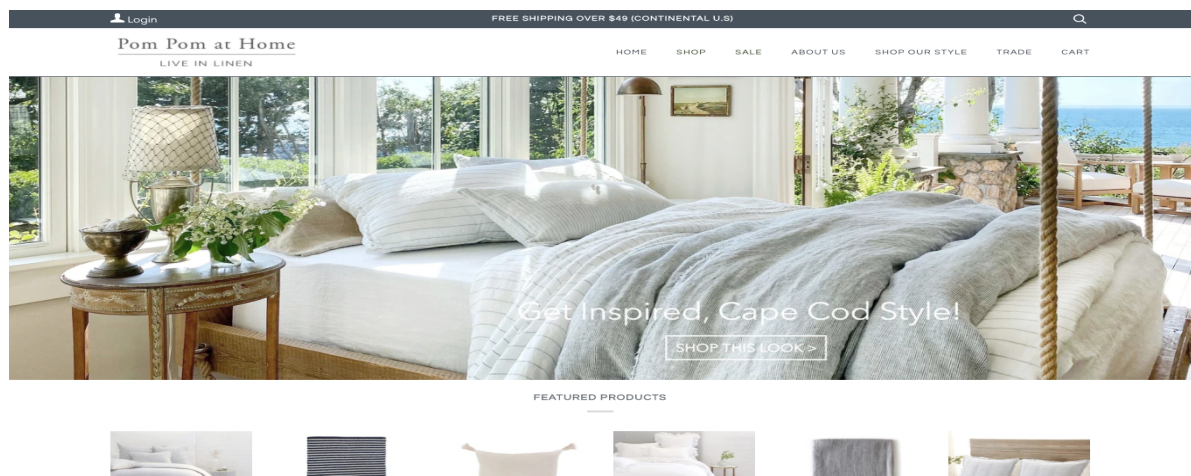


Send message

- **Business Type:** Furniture Store
- **Work:** Google Ads
- **Budget:** Dh 10K/month
- **Result:** 1.75+ Million/Year with 5x ROAS



# Pom Pom at Home Furnishing



- **Business Type:** Home Decor

- Work: Google Ads
- Budget: \$15,000
- Result: 4x ROAS

THE DIGITAL HACKS

All campaigns

THE DIGITAL HACKS

Last month Jun 1, 2020 - Jun 29, 2020

Campaigns

Jun 29, 2020

Jul 27, 2020

Campaign status: All enabled ADD FILTER

Campaign	Interactions	Interaction rate	Avg. cost	Cost	Cost / conv.	Conv. rate	Conv. value	Conv. value / cost	Bid strategy type
	618 clicks	0.75%	\$0.39	\$241.37	\$120.68	0.32%	183.10	0.76	
	1,561 clicks	0.48%	\$1.04	\$1,630.58	\$116.47	0.90%	4,210.40	2.58	
				\$0.00	\$0.00	0.00%	0.00	0.00	
				\$0.00	\$0.00	0.00%	0.00	0.00	
		0.47%	\$1.03	\$2,453.14	\$245.31	0.42%	2,149.15	0.88	
	1,913 clicks	0.42%	\$0.79	\$1,504.10	\$752.05	0.10%	294.55	0.20	
	4,265 clicks	12.40%	\$1.36	\$5,792.98	\$53.15	2.56%	40,625.40	7.01	
	445 clicks	62.68%	\$0.32	\$140.33	\$11.69	2.70%	3,827.05	27.27	
Total: All enabled campaigns	11,192 clicks	0.80%	\$1.05	\$11,762.50	\$78.94	1.33%	51,289.65	4.36	
Total: Account	13,260 clicks	0.74%	\$1.06	\$14,079.80	\$89.68	1.18%	52,018.25	3.69	

1 - 8 of 8

THE DIGITAL HACKS

All campaigns

THE DIGITAL HACKS

Custom Apr 1 - Jun 30, 2020

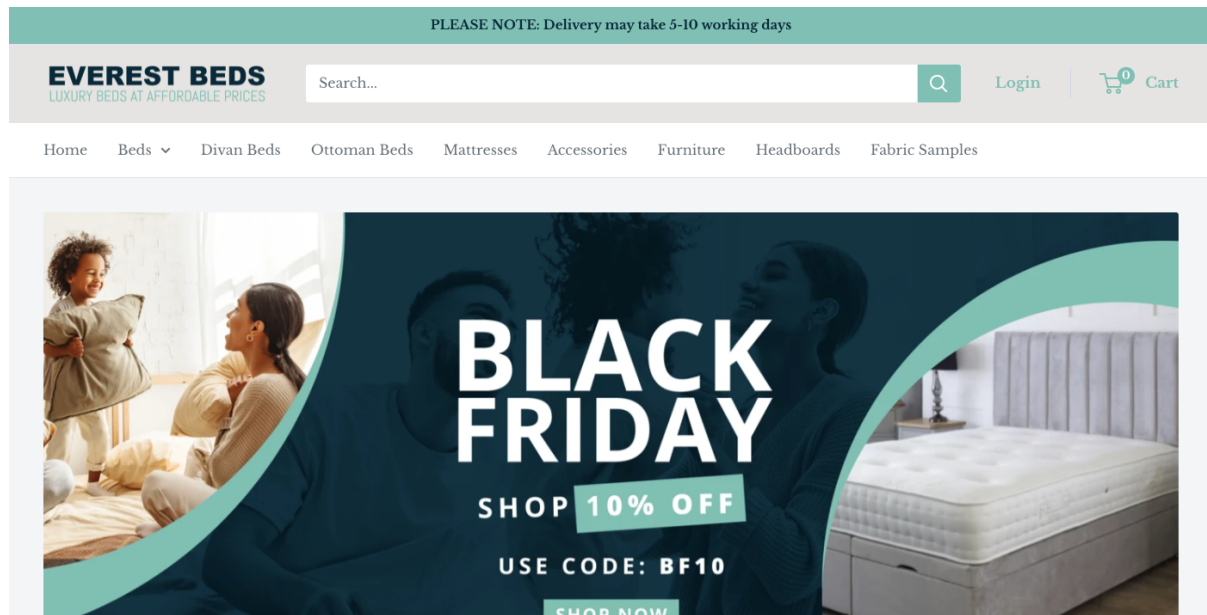
Campaigns

Apr 1 - Jun 30, 2020

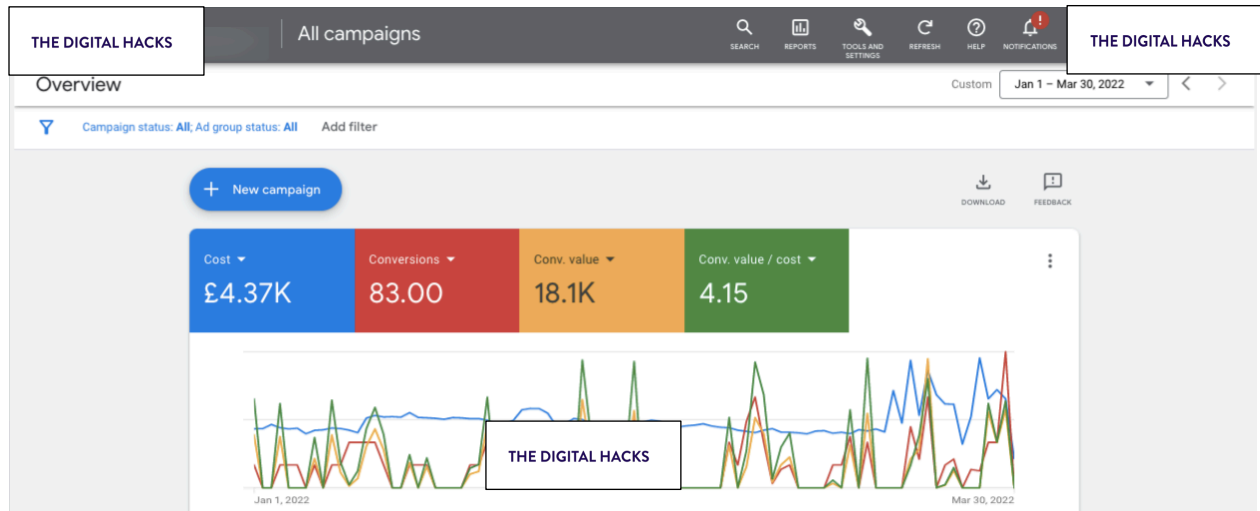
Campaign status: All enabled ADD FILTER

Campaign	Position score	Campaign type	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Cost / conv.	Conv. rate	Conv. value	Conv. value / cost	Bid strategy type
	100%	Shopping	0	0	—	—	\$0.00	\$0.00	0.00%	0.00	0.00	
	66.5%	Shopping	964,421	3,012 clicks	0.31%	\$1.32	\$3,985.08	\$181.14	0.73%	3,556.25	0.89	
			0	0	—	—	\$0.00	\$0.00	0.00%	0.00	0.00	
			0	0	—	—	\$0.00	\$0.00	0.00%	0.00	0.00	
	81.5%	Shopping	1,366,444	5,164 clicks	0.38%	\$1.02	\$5,285.87	\$406.61	0.25%	4,375.40	0.83	
	77.3%	Display	3,248,706	17,073 clicks	0.53%	\$0.24	\$4,133.16	\$590.45	0.04%	2,452.00	0.59	
	63.2%	Search	106,422	10,931 clicks	10.27%	\$0.98	\$10,704.15	\$40.09	2.44%	98,475.00	9.20	
	65.4%	Search	1,787	1,044 clicks	58.42%	\$0.36	\$374.12	\$6.93	5.17%	16,949.90	45.31	
Total: All enabled campaigns	—	—	5,687,780	37,224 clicks	0.65%	\$0.66	\$24,482.38	\$67.44	0.98%	125,808.55	5.14	
Total: Account	—	—	6,513,680	39,836 clicks	0.61%	\$0.68	\$27,093.68	\$69.47	0.98%	128,496.75	4.74	

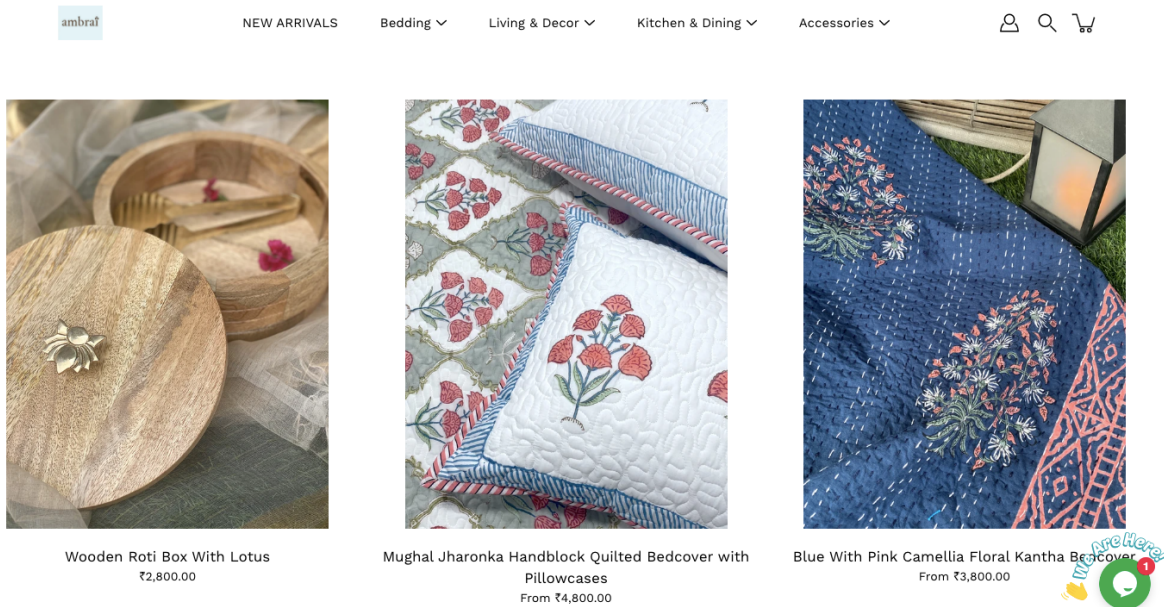
# Everest Bed



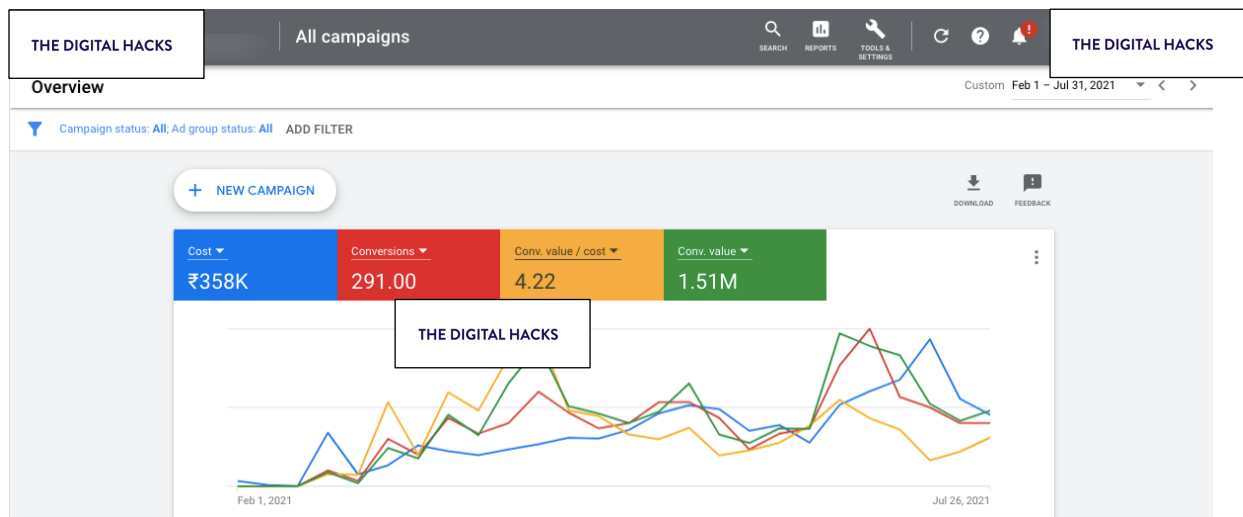
- **Business Type:** Home Furnishing
- **Work:** Google Ads
- **Budget:** £1,500/month
- **Result:** 4x ROAS



# Ambrai – Furnishing



- **Business Type:** Home Decor
- **Work:** Google & FB Ads
- **Budget:** INR 300K
- **Results:** Generated 6 Million in Sales with 5x ROAS in 6 Months





**THE DIGITAL HACKS**

Search and select a business asset

Ad Account ID: 106010273  
Owned by Ambrai India

See More Ad Accounts

Can't find an ad account? Switch to a different Business Manager account. [Switch Account](#)

Instagram 1122: All the love that Effort shares ...

**THE DIGITAL HACKS**

	Reach	Impressions	Cost per Result	Amount Spent	Purchase ROAS (Return on Ad Spend)	Purchases Conversion Value
tin...	172	192,274	₹685.36	₹117,882.20	7.49	₹883,110.00
(2...	81	46,184	₹159.51	₹12,920.49	33.00	₹426,420.00
1	71	43,036	₹349.45	₹24,811.23	13.69	₹339,590.00
...	50	7,878	₹372.05	₹18,602.74	12.75	₹237,160.00
Fr...	—	—	—	₹0.00	—	₹0.00
...	—	—	—	₹0.00	—	₹0.00
...	—	—	—	₹0.00	—	₹0.00
...	—	—	—	₹0.00	—	₹0.00
...	—	—	—	₹0.00	—	₹0.00
...	—	—	—	₹0.00	—	₹0.00
...	—	—	—	₹0.00	—	₹0.00
...	—	—	—	₹0.00	—	₹0.00
<b>Total</b>	<b>249,625</b> People	<b>715,090</b> Total	—	<b>₹174,216.66</b> Total Spent	<b>10.81</b> Average	<b>₹18,85,300</b> Total

**THE DIGITAL HACKS**

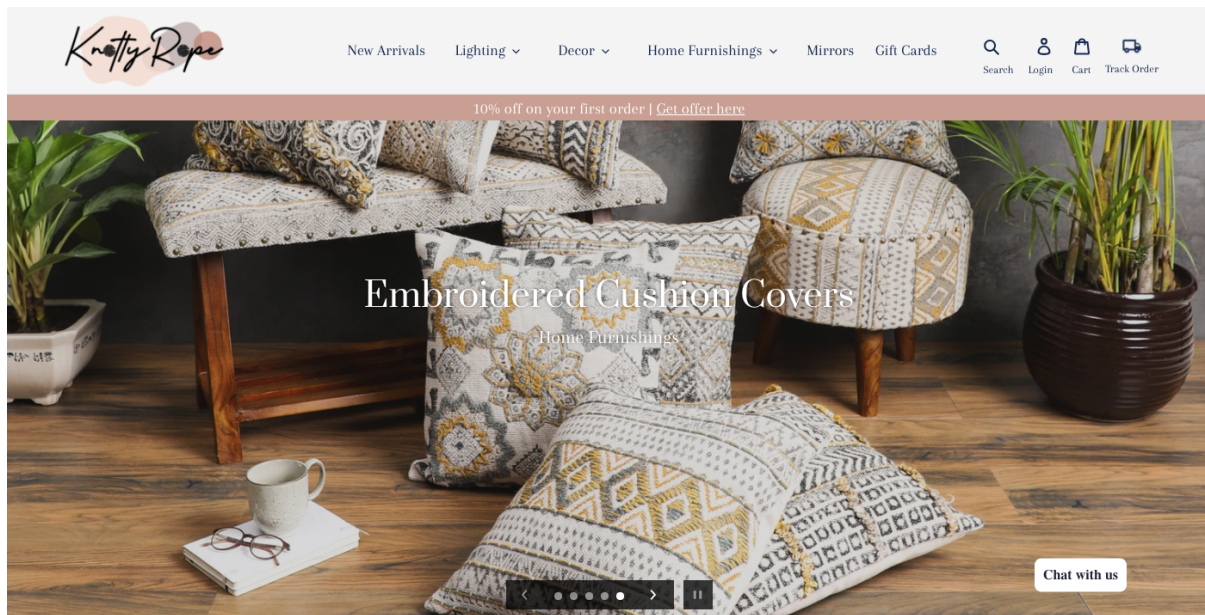
Search and select a business asset

Ad Account ID: 106010273  
Owned by Ambrai India

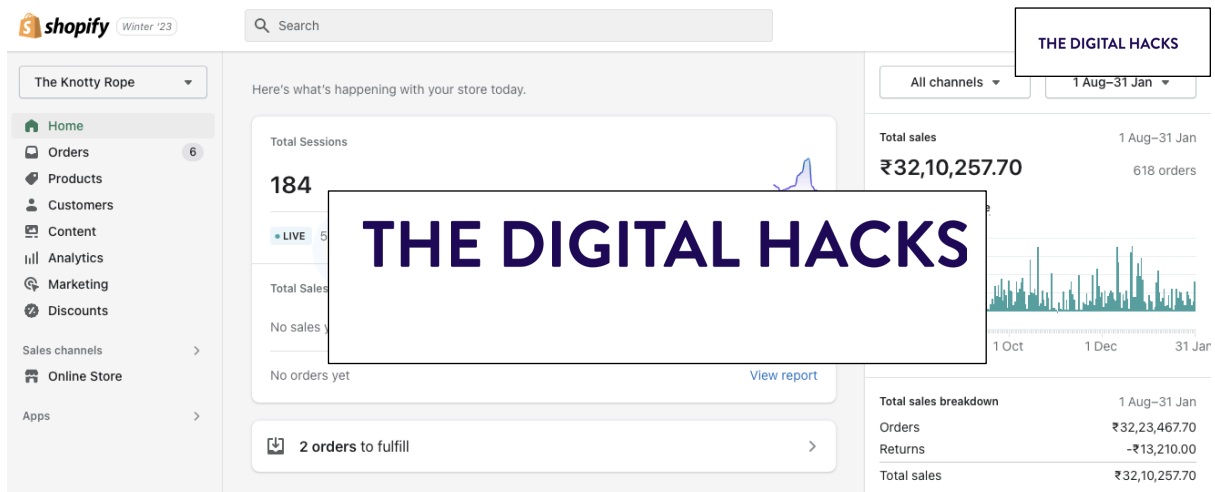
**THE DIGITAL HACKS**

	Reach	Impressions	Cost per Result	Amount Spent	Purchase ROAS (Return on Ad Spend)	Purchases Conversion Value
tin...	305	243,080	₹812.60	₹247,843.56	6.19	₹1,534,390.00
at...	80	6,193	₹261.32	₹20,905.55	17.10	₹357,460.00
...	55	—	₹704.29	₹38,736.20	6.42	₹248,830.00
(2...	12	11,251	₹232.43	₹2,789.11	23.97	₹66,850.00
...	6	10,454	₹1,563.39	₹9,380.35	3.45	₹32,370.00
Fr...	617	14,448	₹1.62	₹1,000.00	—	₹0.00
sts...	985	20,692	₹2.03	₹2,000.00	—	₹0.00
nd...	448	21,378	₹3.57	₹1,600.00	—	₹0.00
ect...	522	26,904	₹2.68	₹1,400.00	—	₹0.00
...	214	8,341	₹2.43	₹520.00	—	₹0.00
<b>Total</b>	<b>476,954</b> People	<b>1,230,536</b> Total	—	<b>₹334,839.10</b> Total Spent	<b>6.68</b> Average	<b>₹22,39,900</b> Total

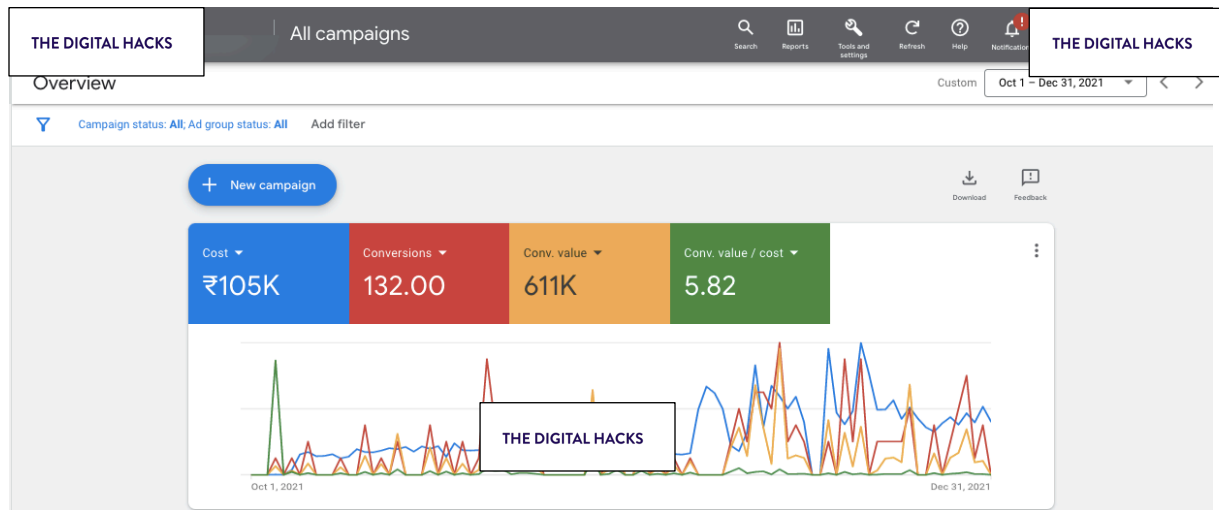
# Home Decor –The Knotty Rope



- **Business Type:** Home Decor
- **Work:** Google Ads and FB Ads
- **Budget:** Under 2 Lakh/Month
- **Results:** Average ROAS 5x







THE DIGITAL HACKS

All campaigns

Search

Reports

Tools and settings

Refresh

Help

Notification

THE DIGITAL HACKS

Campaigns

Custom

May 1 - Sep 30, 2022

+ Campaign status: Enabled

Add filter

SEARCH

SEGMENT

COLUMNS

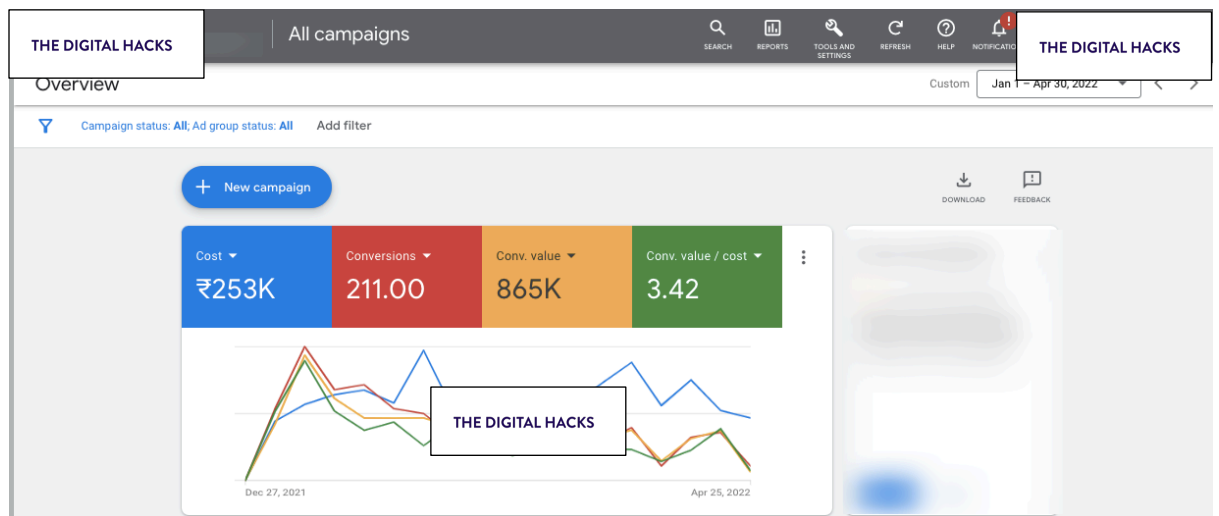
REPORTS

DOWNLOAD

EXPAND

MORE

	Campaign	Budget	Status	Clicks	CTR	Cost	Convers	Conv. value	ROAS	Cost / conv.	Bid strategy
<input type="checkbox"/>		<input checked="" type="checkbox"/>	Eligible	1,559	30.48%	₹6,274.83	78.00	385,723.00	61.47	₹80.45	—
<input type="checkbox"/>		<input checked="" type="checkbox"/>				63	47.00	205,756.00	4.44	₹985.42	—
<input type="checkbox"/>		<input checked="" type="checkbox"/>				08	30.00	141,657.00	3.10	₹1,523.64	—
<input type="checkbox"/>		<input checked="" type="checkbox"/>	Eligible	5,881	0.78%	₹26,981.05	14.00	69,479.00	2.58	₹1,927.22	—
<input type="checkbox"/>		<input checked="" type="checkbox"/>		1,502	0.86%	₹1,006.38	0.00	0.00	0.00	₹0.00	—
<input type="checkbox"/>		<input checked="" type="checkbox"/>		172	0.91%	₹571.34	0.00	0.00	0.00	₹0.00	—
<input type="checkbox"/>		<input checked="" type="checkbox"/>		796	3.88%	₹1,159.51	0.00	0.00	0.00	₹0.00	—
<input type="checkbox"/>		<input checked="" type="checkbox"/>		71,582	1.83%	₹128,016.81	169.00	802,615.00	6.27	₹757.50	—
<input checked="" type="checkbox"/>	Total: Account	₹3,950.00/day		156,386	1.58%	₹381,981.84	284.00	1,273,246.10	3.33	₹1,345.01	—



	Off / On	Ad Set	Reach	Impressions	Cost per result	Amount spent	Website purchases	Website purchase ROAS (return on ad spend)	Purchases conversion value
	<input checked="" type="checkbox"/>	...ative arts)	27,183	49,816	₹584.44 Per Purchase	₹12,857.76	22	5.82	₹74,830.00
	<input checked="" type="checkbox"/>	...Beautiful)	33,239	48,912	₹1,343.66 Per Purchase	₹5,374.65	4	2.99	₹16,051.56
	<input checked="" type="checkbox"/>	...Decorating ideas)	54,433	67,526	₹746.15 Per Purchase	₹5,223.03	7	11.38	₹59,433.75
	<input checked="" type="checkbox"/>	...Audience	95,058	100,000	₹533.22 Per Purchase	₹20,262.33	38	6.94	₹140,558.05
	<input checked="" type="checkbox"/>	...	...	...	...	₹33,677.58	80	9.79	₹329,641.62
	<input checked="" type="checkbox"/>	...	...	...	...	₹21,708.86	53	11.17	₹242,441.04
	<input checked="" type="checkbox"/>	...Products > Wall Decor > Engage...	61,025	130,612	₹1,580.55 Per Purchase	₹23,708.28	15	1.87	₹44,435.00
	<input checked="" type="checkbox"/>	...Info Value Based	180,631	342,645	₹0.24 Per Landing Pa...	₹4,286.22	—	—	₹0.00
	<input checked="" type="checkbox"/>	...	195,382	350,397	₹0.24 Per Landing Pa...	₹4,286.09	—	—	₹0.00
	<input checked="" type="checkbox"/>	...	167,757	292,966	₹0.25 Per Landing Pa...	₹4,287.92	—	—	₹0.00
	<input checked="" type="checkbox"/>	2 ad sets	1,034,553 People	2,722,292 Total	— Multiple conversions	₹255,839.38 Total Spent	380 Total	5.79 Average	₹1,480,894.75 Total

	Off / On	Ad Set	Results	Reach	Impressions	Cost per result	Amount spent	Purchase ROAS (return on ad spend)	Purchases conversion value
	<input checked="" type="checkbox"/>	...	56 Website Purcha...	32,297	144,095	₹534.48 Per Purchase	₹29,930.71	6.88	₹205,897.88
	<input checked="" type="checkbox"/>	...	40 Website Purcha...	107,935	208,619	₹1,130.20 Per Purchase	₹45,208.03	3.67	₹165,868.00
	<input checked="" type="checkbox"/>	...	20 Website Purcha...	202,401	302,493	₹1,966.01 Per Purchase	₹39,320.15	2.42	₹95,090.74
	<input checked="" type="checkbox"/>	...	2 Website Purcha...	4,478	4,624	—	—	9.86	₹7,352.80
	<input checked="" type="checkbox"/>	...	4 Website Purcha...	197	2,934	—	—	1.59	₹6,560.00
	<input checked="" type="checkbox"/>	...	2 Website Purcha...	1,302	5,433	₹1,750.90 Per Purchase	₹3,501.79	1.26	₹4,410.00
	<input checked="" type="checkbox"/>	...	— Website Purchase	1,771	1,988	— Per Purchase	₹780.08	—	₹0.00
	<input checked="" type="checkbox"/>	...	— Website Purchase	1,526	1,841	— Per Purchase	₹775.25	—	₹0.00
	<input checked="" type="checkbox"/>	...	— Website Purchase	1,796	1,931	— Per Purchase	₹1,513.76	—	₹0.00
	<input checked="" type="checkbox"/>	...	— Website Purchase	2,423	2,576	— Per Purchase	₹1,633.55	—	₹0.00
	<input checked="" type="checkbox"/>	Multiple conversions	—	326,338 People	681,735 Total	— Multiple conversions	₹135,277.95 Total Spent	3.59 Average	₹485,179.42 Total

# Metal Address Sign



### Infinity Heart Sign Containing Names

~~\$69.95~~ \$55.96 **Save \$13.99**

SIZE OPTIONS

SMALL (18 INCH) MEDIUM (24 INCH)  
LARGE (30 INCH) XL (36 INCH)

ADD TO CART



- **Business Type:** Print on Demand Home Decor
- **Work:** Google Ads
- **Budget:** \$ 2500/Month
- **Result:** 3x+ ROAS

THE DIGITAL HACKS

All campaigns

SEARCH REPORTS TOOLS & SETTINGS

THE DIGITAL HACKS

Campaigns											
Custom Jan 24 - Mar 31, 2021											
Campaign status: All ADD FILTER											
	interaction rate	Avg. cost	Cost	Conv. value	Conv. value / cost	Clicks	Conv. rate	Conversions	Avg. CPC	Cost / conv.	
<input type="checkbox"/>		12.22%	\$0.03	\$1,693.50	379.70	0.22	2,115	2.94%	1,765.00	\$0.80	\$0.96
<input type="checkbox"/>		3.51%	\$1.22	\$3,511.08	18,116.89	5.16	2,884	63.52%	1,832.00	\$1.22	\$1.92
<input type="checkbox"/>		0.55%	\$2.37	\$467.48	67.50	0.14	197	4.06%	8.00	\$2.37	\$58.44
<input type="checkbox"/>		10.36%	\$0.09	\$5,672.07	18,564.09	3.27	5,196	5.70%	3,605.00	\$1.09	\$1.57
Total: Account		10.36%	\$0.09	\$5,672.07	18,564.09	3.27	5,196	5.70%	3,605.00	\$1.09	\$1.57

1 - 3 of 3

Colorize LED

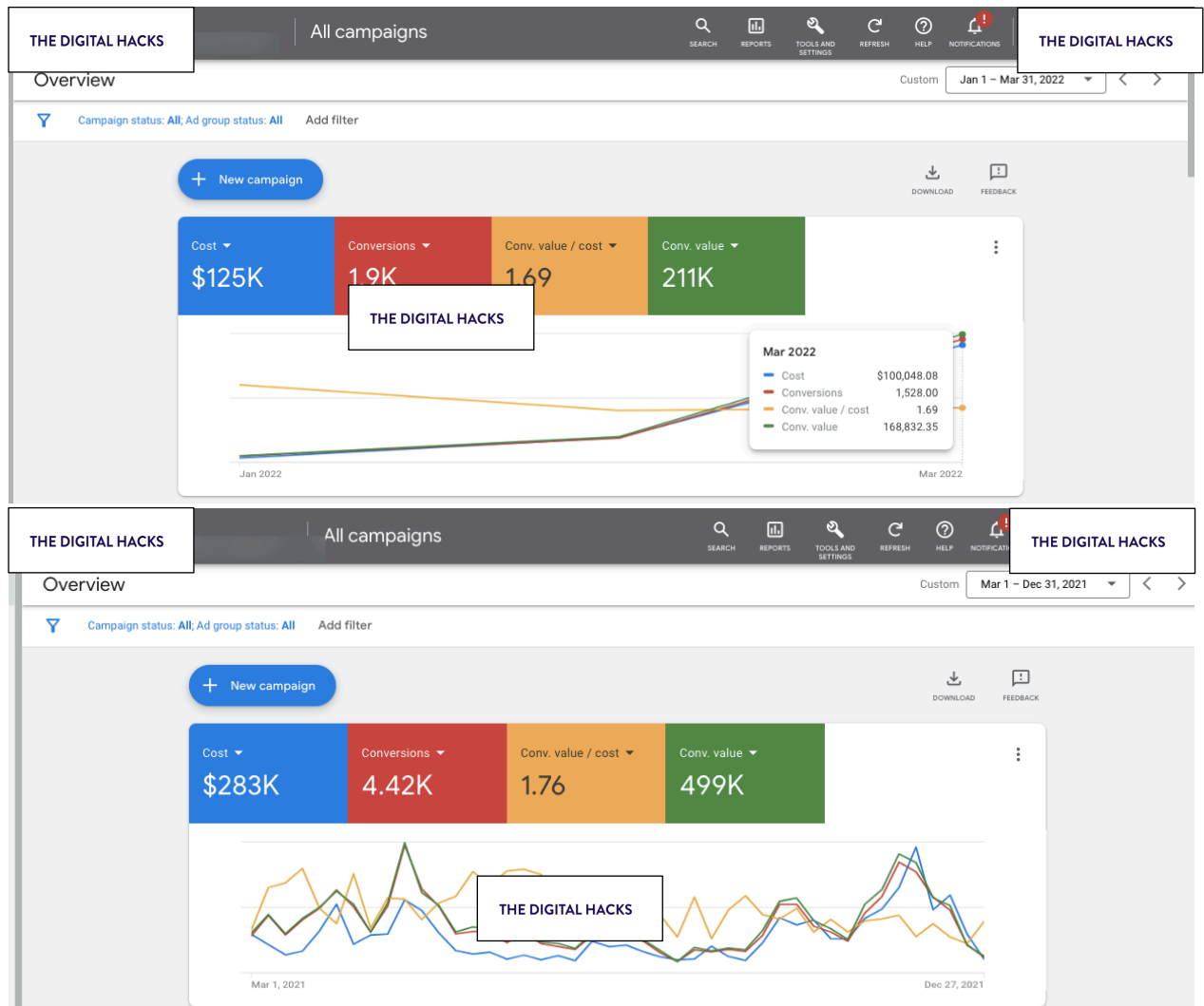
Free Shipping on Orders Over \$50

Colorize™

[Home](#) [Catalog](#) [COVID-19 Shipping](#)



- **Business Type:** LED Lights
- **Work:** Google Ads
- **Budget:** \$100K/month
- **Result:** Scaling with positive returns




## Boundary - LED

Contact Us Product Support FREE SHIPPING on Continental US Orders of \$99+ 1-877-264-4787


**Boundery** All Products Categories Login USD \$

**Up to 62% off**




★★★★★ 54 reviews  
**The Original EBULB® Emergency LED Light Bulb**  
from **\$39.95**

**Up to 20% off**




★★★★★ 18 reviews  
**The Original LumiGuard™ Solar LED Motion Sensing Floodlight**  
from **\$39.95**

**Up to 17% off**




★★★★★ 41 reviews  
**EFX LED Remote Control Light**  
from **\$49.95**

**Up to 15% off**




★★★★★ 16 reviews  
**Bug Bulb 2-in-1 Light Bulb Mosquito Zapper and Outdoor Lantern**  
from **\$49.95**

**Up to 22% off**



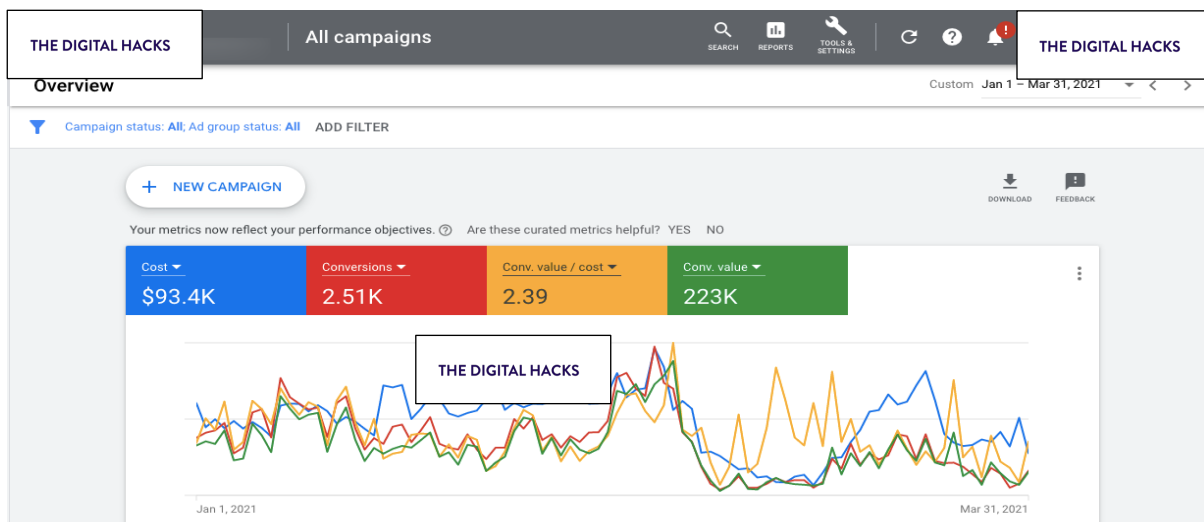
★★★★★ 18 reviews  
**Motion Glo™ Wireless LED Light Bar for Indoors**  
**\$29.95**

**Up to 22% off**

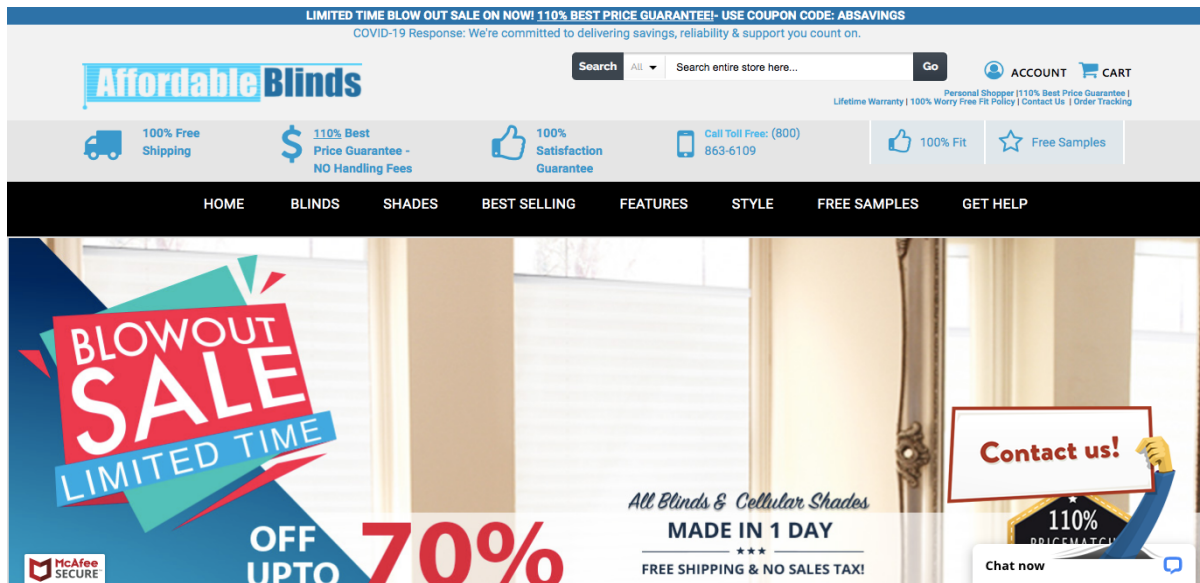


★★★★★ 12 reviews  
**LumiGuard™ Pro Floodlight**  
from **\$34.95**

- **Business Type:** LED Bulb
- **Work:** Google Ads
- **Budget:** \$30,000
- **Result:** 2.39x ROAS



# Affordable Blinds



- **Business Type:** Home Decor
- **Work:** Google Ads
- **Budget:** \$10,000
- **Result:** 3x ROAS

Google Ads THE DIGITAL HACKS

Search campaigns

Display campaigns

Shopping campaigns

Video campaigns

Overview

Recommendations

Campaigns

Auction insights

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Placements

Settings

Less

Dynamic ad targets

Locations

Ad schedule

Campaigns

Custom Jan 1, 2019 - Mar 31, 2020

Campaign status: All but removed

ADD FILTER

Campaign	Cost	Bid strategy type	Clicks	Conv. rate	Conv. value	Conv. value / cost	Conversion	Avg. CPC	Cost / conv.
	\$0.00	Enhanced CPC	0	0.00%	0.00	0.00	0.00	—	\$0.00
	\$0.00	CPC (enhanced)	0	0.00%	0.00	0.00	0.00	—	\$0.00
	\$0.00	Manual CPC	0	0.00%	0.00	0.00	0.00	—	\$0.00
	\$0.00	Manual CPC	0	0.00%	0.00	0.00	0.00	—	\$0.00
	\$301.07	Manual CPC	89	0.00%	0.00	0.00	0.00	\$3.38	\$0.00
	\$1,370.57	Manual CPC	161	6.83%	1,135.60	0.83	11.00	\$8.51	\$124.60
	\$3,569.52	Manual CPC	798	6.77%	3,968.63	1.11	54.00	\$4.47	\$66.10
	\$22,227.50	Manual CPC	1,239	6.41%	14,846.22	0.42	103.00	\$4.17	\$65.13
	\$99,397.81	Manual CPC	1,239	6.41%	14,846.22	0.42	103.00	\$4.17	\$65.13
	\$133,574.58	Manual CPC	34,787	10.26%	386,054.20	2.89	3,568.00	\$3.84	\$37.44
Total: All but removed c...	\$147,846.91		43,667	8.52%	434,013.86	2.94	4,014.00	\$3.39	\$36.83

Home Decor Niche

THE DIGITAL HACKS

1 - 10 of 10

# Mobelaris Furniture



- **Business Type:** Furniture Store
- **Work:** Google and Facebook Ads
- **Budget:** £100,000
- **Result:** Half Million Revenue in 3 Months

**Campaigns** Mobelaris Updated just now Discard Drafts Review and Publish

Search and filter Sep 1, 2020 - Nov 30, 2020

**Campaigns** Ad Sets Ads

+ Create Duplicate Edit A/B Test Rules View Setup Reports

Campaign Name	Impressions	Cost per Result	Amount Spent	Website Purchases Conversion	Website Purchases	Purchase ROAS (Return on Ad Spend)	Website Purchase ROAS (Return on Ad Spend)
	247,609	£84.47	£5,659.73	£30,815.45	67	5.44	5.44
		Per Purchase	£0.00	£0.00	—	—	—
		£84.47	£8,420.00	£61,280.10	131	7.28	7.28
	465,839	£62.09	£10,058.79	£109,518.59	162	10.89	10.89
		Per Purchase	£74.86	£47,752.19	119	5.36	5.36
	549,316	£74.86	£8,908.22	£47,752.19	119	5.36	5.36
		Per Purchase	£98.04	£31,306.38	73	4.37	4.37
	229,874	£98.04	£7,156.62	£31,306.38	73	4.37	4.37
		Per Purchase	£223.35	£1,392.35	4	1.56	1.56
	20,599	£223.35	£893.39	£1,392.35	4	1.56	1.56
		Per Purchase	£0.00	£0.00	—	—	—
		£0.00	£0.00	£0.00	—	—	—
	1,894,807	—	£41,889.27	£283,389.20	561	6.77	6.77
	Total	—	Total Spent	Total	Total	Average	Average

**Ads** Mobelaris Updated just now Discard Drafts Review and Publish

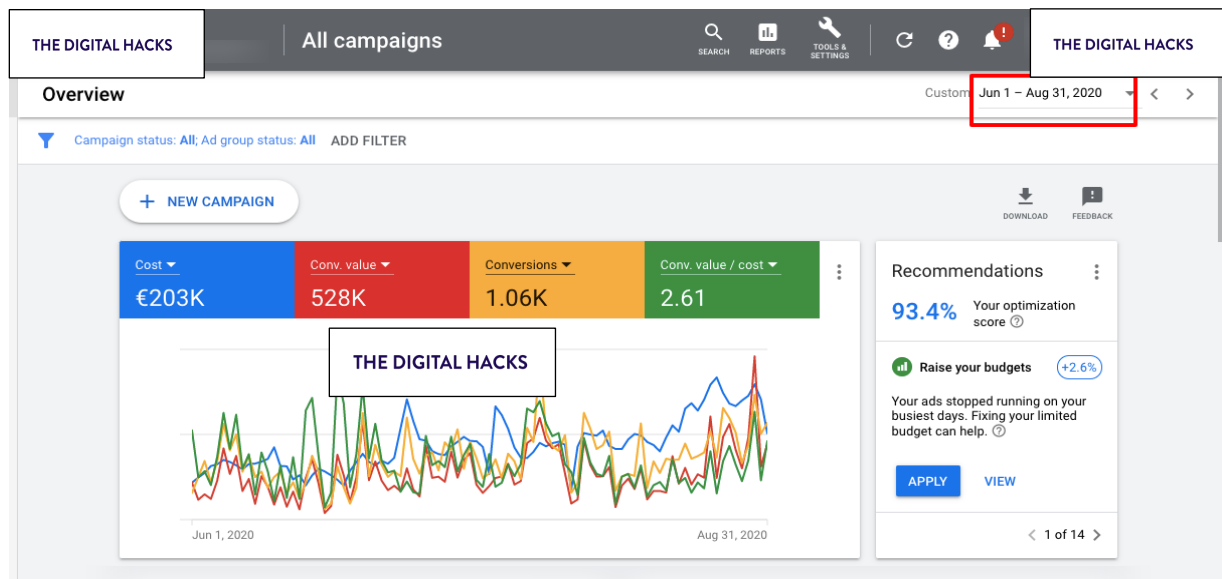
Search and filter Last month: Nov 1, 2020 - Nov 30, 2020 Note: Does not include today's data

**THE DIGITAL HACKS** Ad Sets Ads

+ Create Duplicate Edit A/B Test Preview Rules View Setup Reports

Ad Name	Results	Reach	Impressions	Amount Spent	Website Purchases Conversion	Website Purchases	Purchase ROAS (Return on Ad Spend)
	56 Purchases	9,179	104,030	£2,993.12	£27,144.69	56	9.07
	46 Purchases	15,149	184,438	£3,566.98	£21,918.19	46	6.14
	29 Purchases	10,291	96,275	£2,957.41	£11,166.45	29	3.78
	25 Purchases			£2,797.49	£10,903.70	25	3.90
	12 Purchases			£461.01	£6,898.62	12	14.96
	10 Purchases	2,173	33,348	£744.08	£7,858.71	10	10.56
	9 Purchases	5,932	21,344	£564.63	£6,510.67	9	11.53
		113,576 People	734,295 Total	£17,284.96 Total Spent	£110,343.82 Total	220 Total	6.38 Average





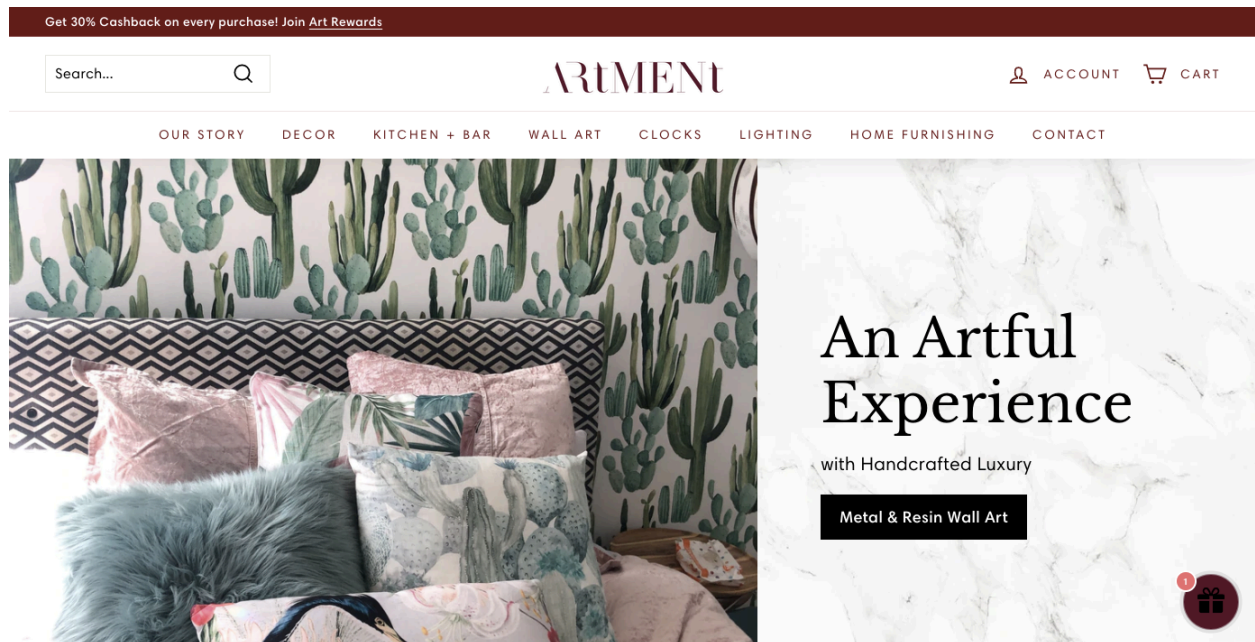
**Google Ads** | **THE DIGITAL HACKS** | All campaigns

Campaigns Custom Jun 1 – Aug 31, 2020

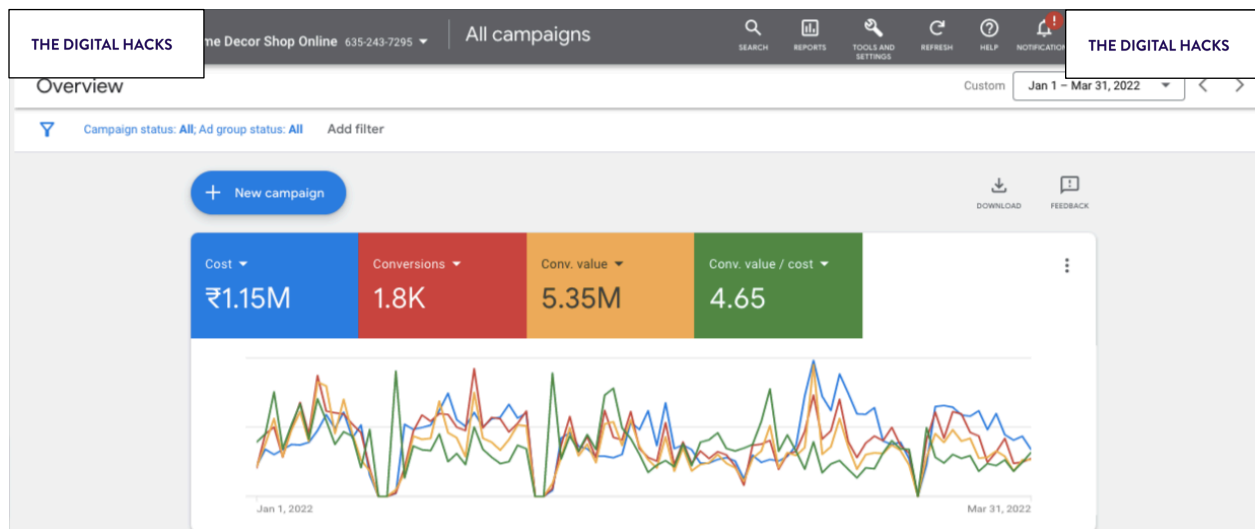
[+ NEW CAMPAIGN](#) [ADD FILTER](#) **THE DIGITAL HACKS**

	Budget	Status	Impr.	↓ Conversions	Conv. value / cost	Conv. value	Cost
Total: All enabled campaigns			17,171,187	489.16	2.72	249,130.63	€91,580.45
<input type="checkbox"/> Campaign			10,157	120.87	131.90	61,214.24	€464.08
<input type="checkbox"/> Ad groups			2,416,930	52.26	1.69	20,124.05	€11,904.92
<input type="checkbox"/> Product groups			1,680,871	39.30	3.66	27,223.82	€7,446.92
<input type="checkbox"/> Ads & extensions			1,819,830	35.51	1.91	14,521.36	€7,617.46
<input type="checkbox"/> Videos			257,525	28.98	8.11	21,869.87	€2,697.01
<input type="checkbox"/> Landing pages			1,429,252	26.55	3.02	16,173.36	€5,353.76
<input type="checkbox"/> Keywords			298,925	24.69	5.05	17,565.23	€3,480.51
<input type="checkbox"/> Audiences			835,881	24.19	5.36	10,877.21	€2,030.46
<input type="checkbox"/> Demographics			96,938	21.71	2.00	9,101.89	€4,541.26
<input type="checkbox"/> Placements			84,902	12.93	2.44	10,041.37	€4,117.20
<input type="checkbox"/> Settings			61,667	11.54	3.12	8,447.78	€2,709.89

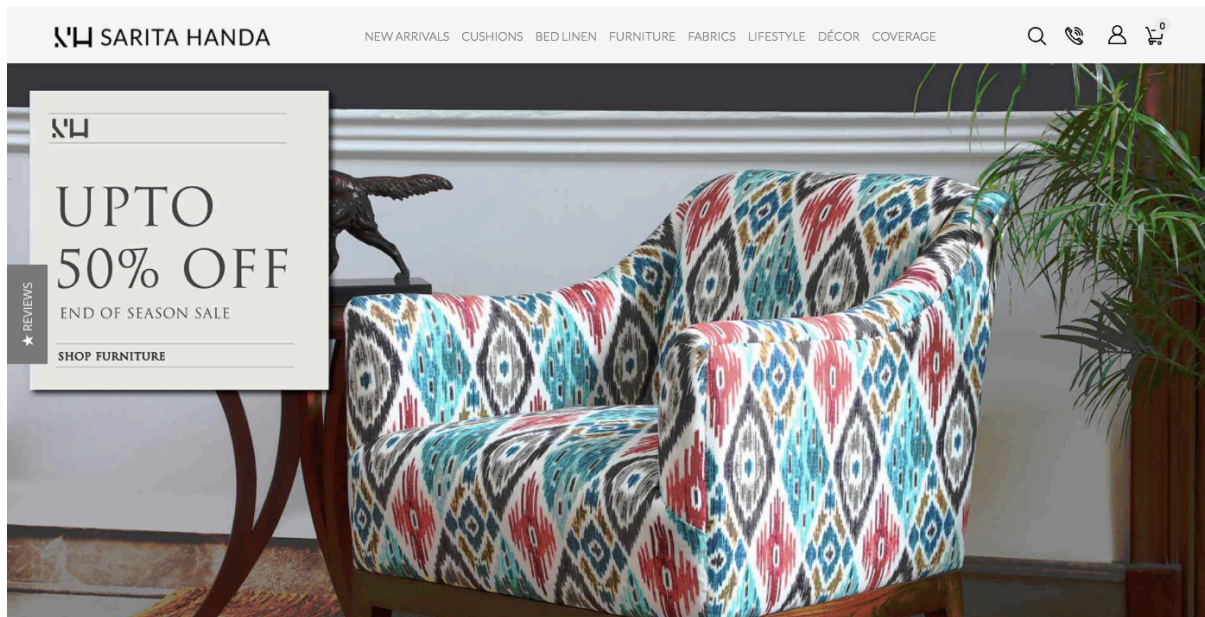
# The Artment



- **Business Type:** Home Decor
- **Work:** Google Ads
- **Budget:** INR 1 Million+
- **Results:** Generated INR 5.35 Million in a Quarter



## Sarita Handa HomeDecor



- **Business Type:** Home Decor (Premium Products)
- **Work:** Facebook Ads
- **Budget:** INR 5 Lakh
- **Results:** Generated INR 12 Lakh while scaling the account

Campaigns Updated just now Discard Drafts Review and Publish

Search Campaign Delivery is Active and 5 more Impressions (campaign) > 0 Search and filter Clear Last month: 1 Jan 2022-31 Jan 2022  
Note: Does not include today's data

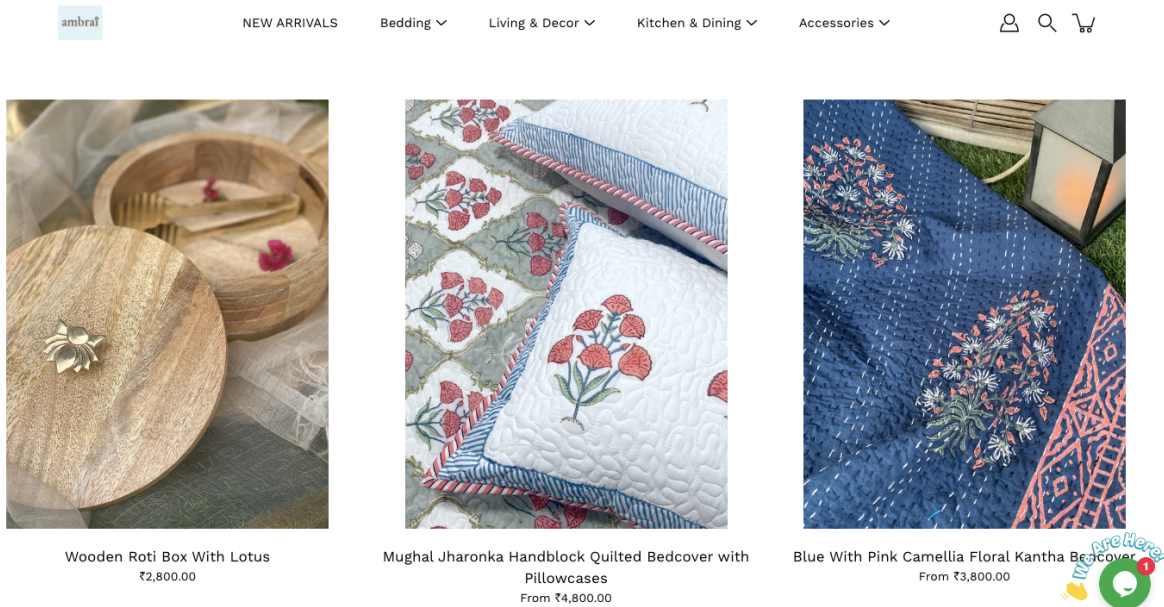
Resource centre Campaigns Ad sets Ads

+ Create ▼ ▼ ▼ A/B test Rules View Setup Columns: Weekly Breakdown Reports

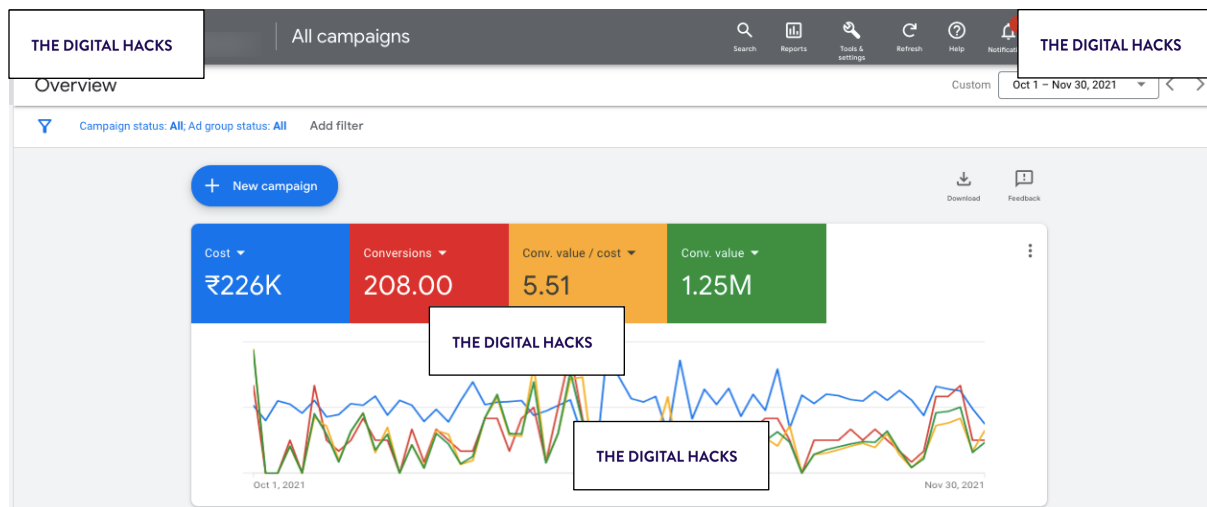
Off/On	Campaign name	CPC (cost per link click)	Amount spent	Adds to cart	Checkouts initiated	Purchases	Cost per purchase	Purchases Conversion Value	Purchase ROAS (return on ad spend)
<input type="checkbox"/>		4.48%	₹10.75	₹53,315.43	159	31	₹3,808.25	₹283,898.67	5.27
<input type="checkbox"/>		3.50%	₹8.17	₹40,840.88	85	35	₹4,084.09	₹228,266.87	5.59
<input type="checkbox"/>		1.05%	₹27.72	₹42,111.23	79	27	₹5,263.90	₹11,100.00	2.64
<input type="checkbox"/>		1.71%	₹21.22	₹74,317.92	129	38	₹5,308.42	₹283,001.62	3.83
<input type="checkbox"/>		1.52%	₹16.34	₹123,111.23	129	38	₹7,697.61	₹21,755.34	1.74
<input type="checkbox"/>		5.93%	₹5.10	₹28,111.23	7	3	₹4,142.58	₹40,36.55	1.40
<input type="checkbox"/>		3.44%	₹11.24	₹11,752.32	26	10	₹3,917.44	₹10,251.37	9.21
<input type="checkbox"/>		1.75%	₹10.92	₹5,591.29	7	3	₹5,591.29	₹720.00	0.67
<input type="checkbox"/>		1.68%	₹19.33	₹68,913.96	27	10	₹34,456.98	₹1,210.00	0.22
<input type="checkbox"/>		1.35%	₹15.73	₹36,546.14	25	6	—	₹0.00	—
<input type="checkbox"/>		1.57%	₹6.56	₹19,186.83	5	1	—	₹0.00	—
<input type="checkbox"/>		2.11%	₹13.08	₹504,735.84	—	—	6730	12865800.00	2.5
		Per Action	Total Spent	Total	Total	Total	Per Action	Total	Average

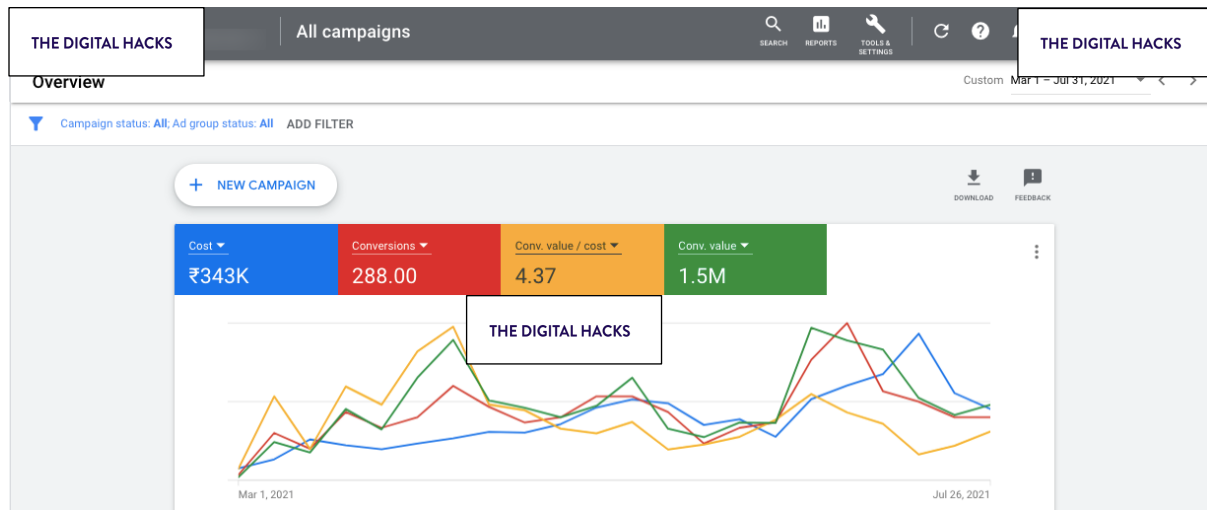
THE DIGITAL HACKS

# Ambrai



- **Business Type:** Home Furnishing
- **Work:** Google & FB Ads
- **Budget:** INR 228K/Month
- **Results:** Generated 7 Million in Sales with 5x ROAS in 5 Months





Campaigns 273

Updated just now Discard Drafts Review and Publish

Search and Please select a business asset

THE DIGITAL HACKS

Owned by Ambral India

See More Ad Accounts

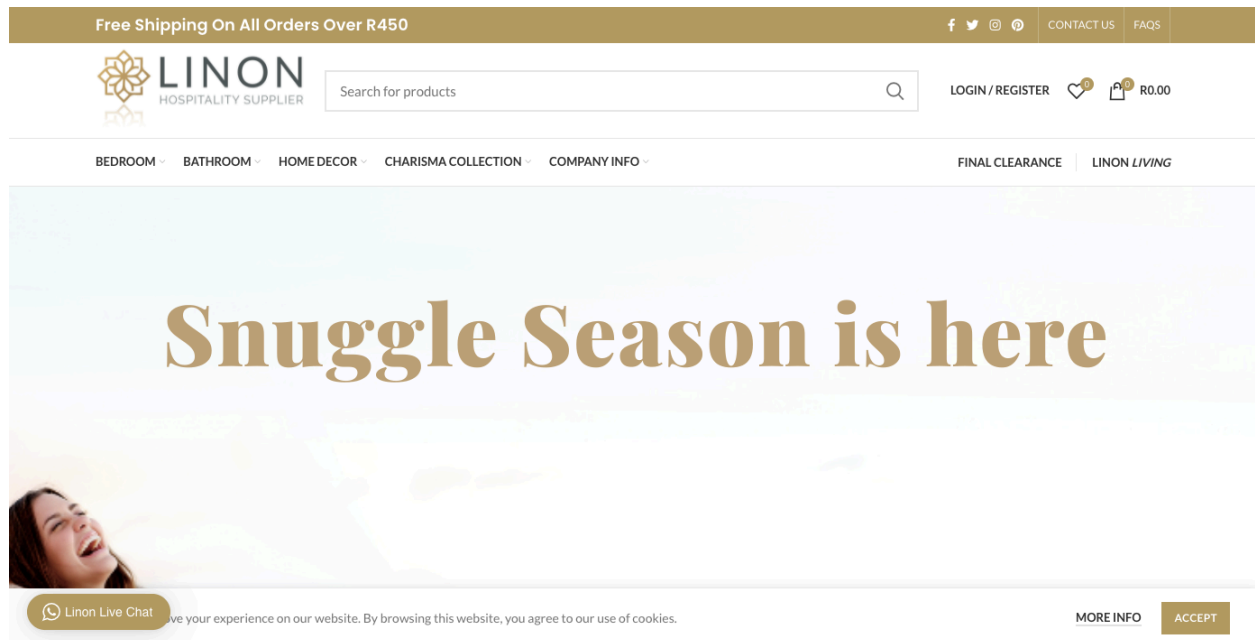
Can't find an ad account? Switch to a different Business Manager account: [Switch Account](#)

	Reach	Impressions	Cost per Result	Amount Spent	Purchase ROAS (Return on Ad Spend)	Purchases Conversion Value
	474,171	1,739,524	₹875.07 Per Purchase	₹506,666.94	5.84	₹2,959,170.59
	17,885	156,632	₹396.36 Per Purchase	₹75,308.23	11.45	₹861,920.00
	135,602	301,876	₹317.49 Per Purchase	₹40,638.92	16.95	₹688,740.85
	92,894		₹6.84 Per Purchase	₹78,283.00	7.65	₹598,644.00
	50,289		₹27.35 Per Purchase	₹33,183.99	4.32	₹143,276.56
	6,430	26,054	₹851.66 Per Purchase	₹11,923.20	5.09	₹60,724.00
	10,454	18,244	₹1,563.39 Per Purchase	₹9,380.35	3.45	₹32,370.00
	10,296	24,311	₹938.98 Per Purchase	₹5,633.86	5.01	₹28,205.32
	251	4,866	₹1,162.54 Per Purchase	₹4,650.14	3.47	₹16,120.00
<b>948,330</b> People	<b>3,134,935</b> Total	<b>Multiple Conversions</b>		<b>₹797,044.19</b> Total Spent	<b>6.71</b> Average	<b>₹0.00</b> Total

THE DIGITAL HACKS

# Linon





- **Business Type:** Home Furnishing
- **Work:** Google Ads
- **Budget:** R 10K
- **Result:** Generated R 426K in a Quarter

