



Summary

We set up Facebook and Google Ad campaigns that both increased market share and profitability for the company.

87%

Increase in Revenue

4.15x

Average ROAS

94%

Increase in Sales
Volume

Their Story

Made in USA, Focused on
Quality and Innovation

Founded in 2008 in San Diego, Tat2X is an apparel company that produces high quality Made-In-USA tattoo cover up sleeves and accessories.



As a company that relies heavily on eCommerce for sales and revenue, they saw the huge potential for Facebook Ads and Google AdWords as a source of new customer acquisition.

Tat2X brought on eBoost to build and optimize PPC campaigns on both Google and Facebook to drive sales, revenue and increase market share.



The Goal

Increase sales volume at a profitable ROAS

The client came to eBoost with the goal of increasing monthly sales volume while maintaining an average ROAS (return on ad spend) of at least 300%.

Our Solution

Highly targeted ads, each with specific and measurable goals.

After conducting a thorough deep dive into analytics data and purchase behavior to establish Customer Lifetime Value (CLV) and top-selling products, we built and launched Facebook and Google Ads campaigns focused initially on maximizing ROAS. This included Facebook Dynamic Product Ads and Google Shopping Ads.



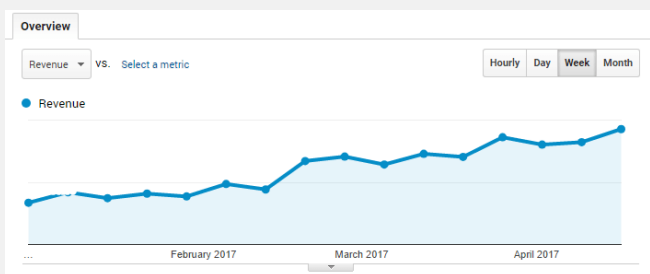
From there we began ongoing optimization and expansion in both channels with the goal



of increasing market share. On Facebook this included the use of Lookalike Audiences and Dynamic Ads for Broad Audiences. On AdWords this included expanding shopping ads internationally, targeting users by intended use type, and launching display ad campaigns.

The Results

Substantial increase in performance.



In the first 30 days of advertising, eBoost averaged a 327% return on ad spend with Facebook Dynamic Product Ads. During that timeframe, the Tat2X revenue nearly doubled with an 87% increase in gross revenue and a 94% increase in number of items sold. After optimizing for 90 days, we were able to increase Return on Ad Spend to a high of 679% and an average of 415%.

- 87% Increase in Revenue
- 415% Average ROAS
- 94% Increase in Sales Volume

From The Customer

"We have a 400% average rate of return with them, which is fantastic. Every dollar we spend with them turns into four dollars. Our overall sales revenue increased by 34% in the first year they worked with us. They're comprehensive and their work has a positive effect on our bottom line."