

META ADS & SOCIAL ORGANIC GROWTH

Scaling Apparel Revenue Through High-ROAS Paid Ads & Organic Reach

LIBAAS BOUTIQUE



PEAK ROAS

37.87x

TOTAL VIEWS

3.4M+

PRIMARY MARKET

Australia (79.7%)



High-Impact Campaign Performance Highlights

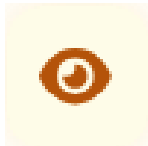
EXECUTIVE OVERVIEW



37.87x

Record Purchase ROAS

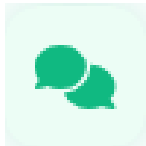
Conversion campaigns generated direct sales with exceptional return on ad spend.



3.4M+

Cross-Platform Views

2.1M views on Facebook (+61.6%) and 1.3M views on Instagram overall.



278+

Direct Conversations

High-intent customer inquiries acquired at an average cost of A\$1.55 - A\$2.99.



E-Commerce Direct Purchase Campaign Success

PAID AD CONVERSIONS

AD CAMPAIGN: "AD 2"

Website Purchase Performance

PURCHASE ROAS

37.87x

Purchases

36

Cost / Purchase

A\$3.37

Total Spend

A\$121.33

Reach

6,803

Impressions

11,028

Ad Frequency

1.62

✓ Exceptional Efficiency

Achieved an extraordinary **37.87 ROAS**, converting targeted apparel buyers at a minimal acquisition cost of A\$3.37 per purchase.

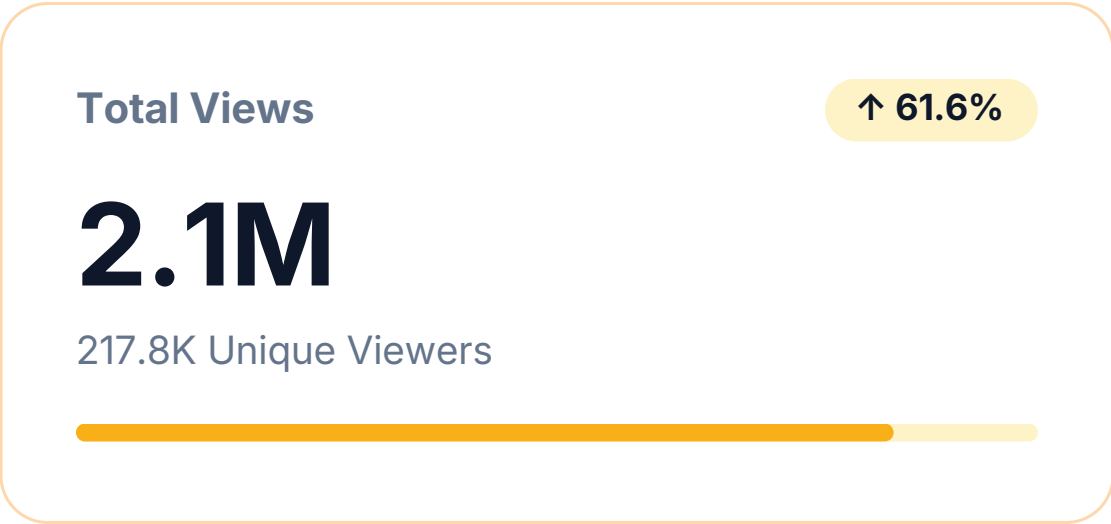
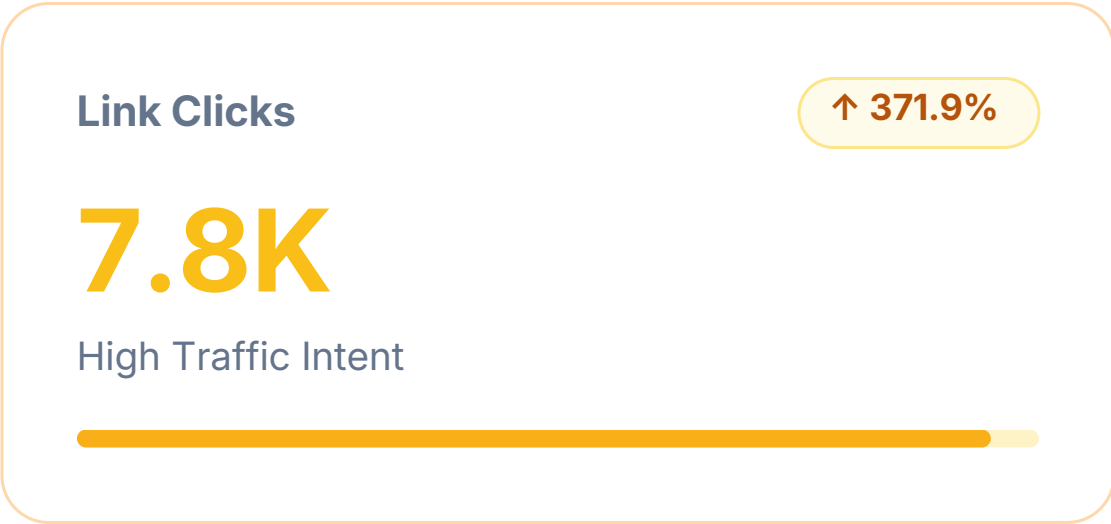
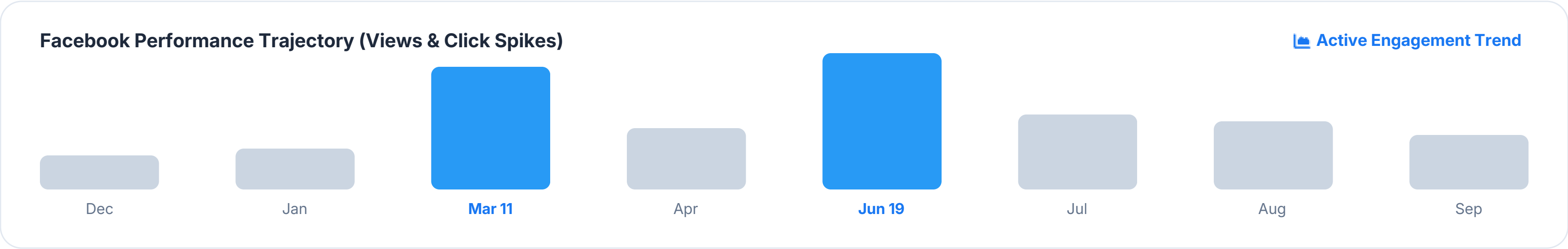
📊 Optimal Ad Frequency

Controlled frequency at 1.62 ensured maximum market penetration without ad fatigue or wasteful over-exposure.

Massive Organic & Paid Facebook Reach Growth

FACEBOOK CHANNEL METRICS

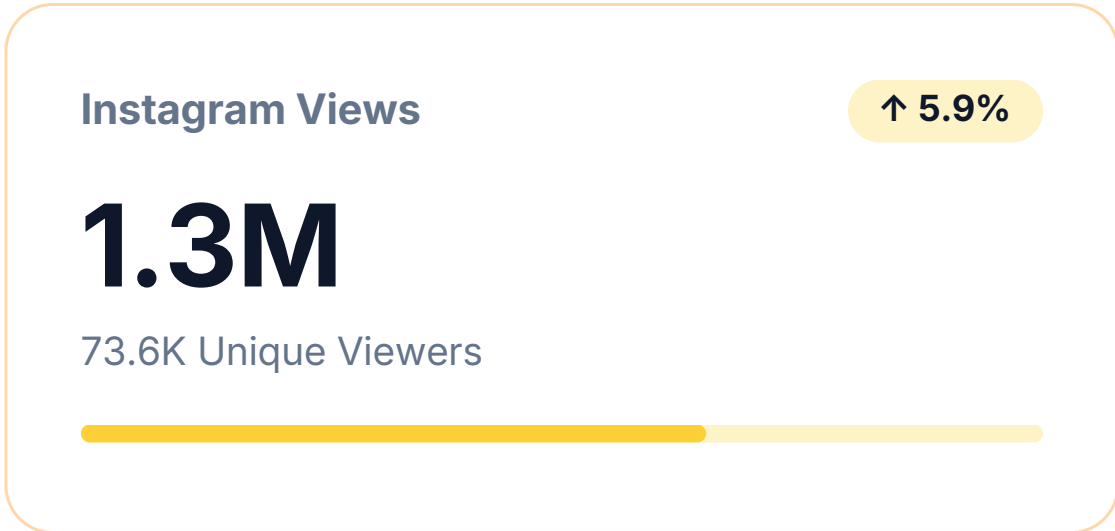
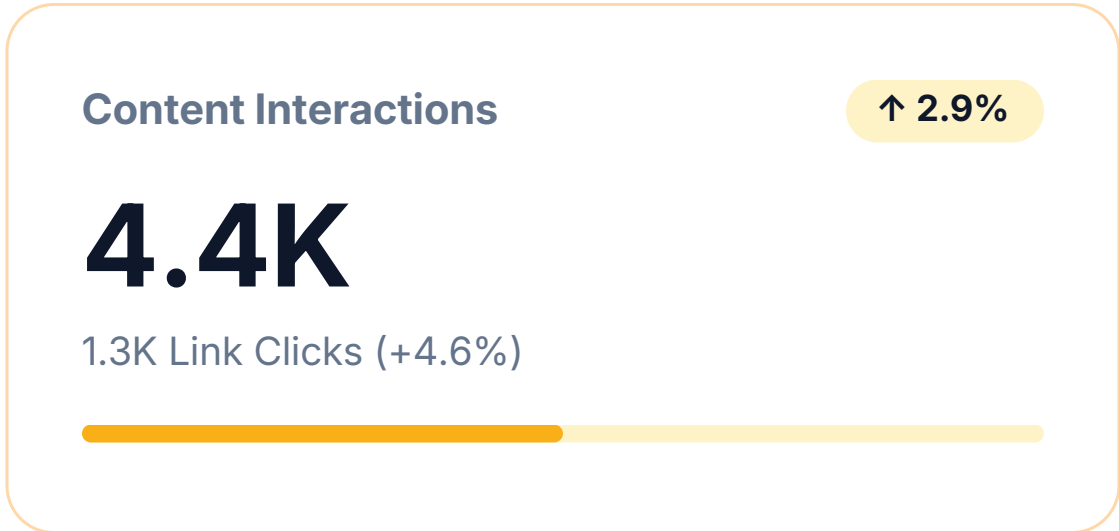
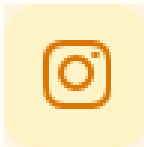
Period: Dec 2025 - Oct 2026



Strong Profile Visits & Audience Engagement Surge

INSTAGRAM CHANNEL METRICS

Period: Dec 2025 - Oct 2026



Key Instagram Growth Driver
Profile visits surged by **179.6%**, proving that brand aesthetic & reel content directly converted passive viewers into engaged brand followers.



High-Value Female Demographic Profile

AUDIENCE INTELLIGENCE

Age & Gender Distribution

91.7% Female

35-44 Years (Primary) 38.5%



25-34 Years 31.2%



45-54 Years 12.4%



Top Geographic Concentration

 Australia (Country) 79.7%

 Sydney, NSW 41.9%

 Melbourne, VIC 10.1%



Messaging Campaign Multi-Offer Scaling

AD CREATIVE STRATEGY

WINTER WEAR CAMPAIGN

Winter Wear By Ismail

Conversations Started	108
Cost / Conversation	A\$2.99
Total Impressions	43,350
Total Spend	A\$322.41

TOP COST EFFICIENCY

RETARGETING WINNER

Messages Campaign

Conversations Started	130
Cost / Conversation	A\$1.55
Total Impressions	18,769
Total Spend	A\$202.13

SEASONAL CAMPAIGN

Eid Sales Campaign 2

Conversations Started	40
Cost / Conversation	A\$3.75
Total Impressions	15,782
Total Spend	A\$149.85



Core Pillars of Campaign Success

STRATEGIC GROWTH PLAYBOOK



Hyper-Targeted Demographics

Focused ad spend specifically on 25-44 year-old Australian females in Sydney and Melbourne, reducing wasted impressions.



Dual Funnel Strategy

Combined direct website purchase ads (37.87 ROAS) with low-cost messaging ads (A\$1.55/conv) for high customer conversion.



Seasonal Collection Launches

Capitalized on high demand cycles like Winter Wear and Eid collections to create strong engagement spikes.



Organic Brand Affinity

Achieved a 179.6% surge in Instagram profile visits, building high long-term organic retention and brand loyalty.



Recommendations for Next Phase

SCALING ROADMAP

01

Scale Budget on Winning Ad Sets

Increase budget by 30-50% on purchase conversion campaigns ("Ad 2") while keeping ROAS above 15-20x.

02

Expand Lookalike Audiences

Create 1%-3% Lookalike audiences based on Australia female website purchasers and messaging leads.

03

Automate Message Flow

Implement automated chatbot flows for initial message inquiries to convert leads to site purchases faster.



Ready to Scale Your Brand Performance?

Data-driven social media growth and Meta ad management built for revenue growth.

[Libaas Case Study](#)