

eCommerce: 205% Growth in Facebook Ad ROI

FortyFiveSearch delivered a massive increase for ePlanters.com Facebook ads ROI. With instant predictions and insights they rapidly optimized ads for the once-a-year Earth Day promotion.



Challenge

FortyFiveSearch needed to run a special promotion for their client, ePlanters.com, for the annual Earth Day event. They had a very limited timeframe to make an impact with their sale on indoor and outdoor planters.

The initial creative ad delivered underwhelming results. Time was of the essence to find a better creative without eating into the client's ad budget

Solution

Testing on Junction AI, they learned that the creative concepts in their image had a higher reaction score on concepts such as garden, summer, and beach. As the company only sells the planters, the AI image analysis predicted the audience may overlook the product itself.

After testing several images and scoring them on Junction AI. The improvement suggestions recommend increasing the weight of indoor, interior design, and houseplant.

FortyFiveSearch used the best scored image and ran a test to compare against the original ad.

Results

FortyFiveSearch realized a **massive 205% improvement** in return on ad spend (ROAS) with a **65% reduction in cost per ad** (CPA) for ePlanter.com.

They saved time generating new creative, benefited from data objectivity and avoided spending ePlanter.com's ad budget on an ineffective ad campaign.

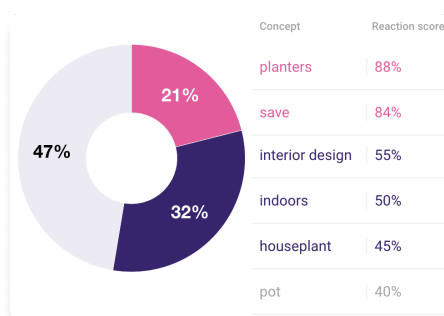
Client Profile

fortyfive
SEARCH

Sector: **e-Commerce**

Product used: **Facebook Ads**

More info: fortyfivesearch.com



FortyFiveSearch are deploying Junction AI's audience modeling across other Facebook and Google Ads clients to get immediate feedback on creative effectiveness before they deploy ads.

Impactful Results

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Be Proactive

Insights to guide performance marketing



Take Action

Immediate and actionable analysis



Spend smarter

Drastically reduce time, costs and risk of failure