# **CLUB BOOSTER V2** Motorize your existing pushcart.

- Remote Controlled
- 6-Axis Gyroscope
- Downhill Speed Control
- Two Year Warranty
- Parking Brake
- Free Anti-Tip Wheels

Remote-Controlled Electric Golf Caddy

FREE SHIPPING & 30-DAY RETURNS

## RESULTS ACHIEVED

75%

Increase in MoM Sales 38%

Decrease in CPS

73%

Increase in MoM Sale

### ABOUT CLIENT

Alphard Golf is a USA-based company. They have an online store of Club Booster V2. It will help turns your manual push Golf cart into a remote-controlled motorized electric golf caddy.



## CHALLENGES

- No Social Media Presence
- Identifying Targeted Audiences
- Messaging & Tone

#### OBJECTIVES

- Brand Awareness
- Increase Sale
- Increase Returns on Ad Spend (ROAS)
- Grow An Audience Base

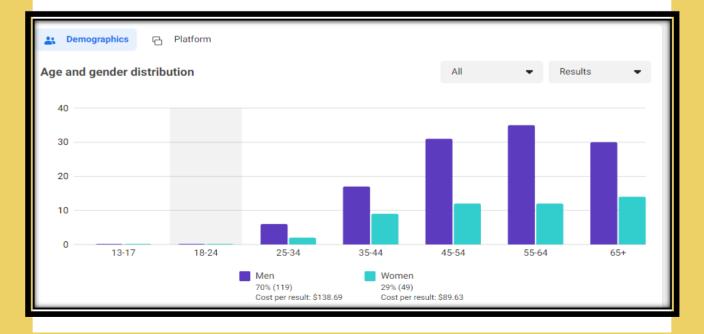


## STRATEGY

In our initial client discussion and market research helped us pinpoint our target audience's age group (30+). The initial campaign was to collect as much data as possible so that we pull out insights and launch amore refined and focused campaign.



Once our conversion campaign collected 4 weeks of engagement data, we noticed that majority (70%) of purchases had come from 'Men'



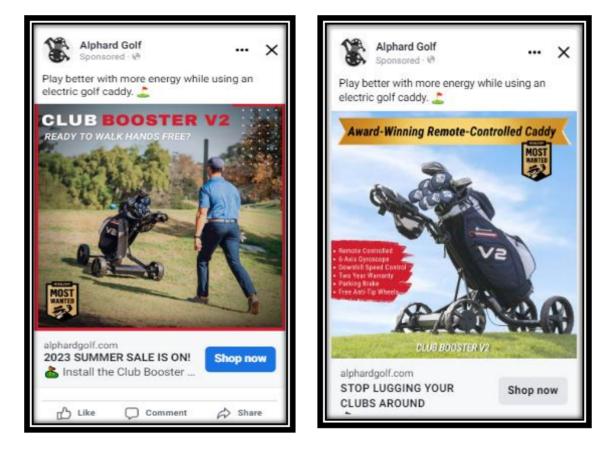
## STRATEGY

Device breakup data revealed that reach and results are way better on mobile devices as compared to Desktop, see the data the below:

Placement per platform	Reach 👻	Results	•	Device type
зк			20	Desktop only
				Desktop only 💌
2.5K			15	About placement results
2К				Ad delivery is optimised to allocate
1.5К			- 10	your budget to the placements likely to perform best with your audience, based on your targeting and bid amount.
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20К	Reach -	Results		Mobile only Mobile only About placement results Ad delivery is optimised to allocate your budget to the placements likely to perform best with your audience, based on your targeting and bid
20K	Reach -	Results	- 150	Mobile only Mobile only  About placement results Ad delivery is optimised to allocate your budget to the placements likely to perform best with your audience, based on your targeting and bid amount.
20К 15К 10К	Reach -	Results	— 150 — 100	Mobile only Mobile only About placement results Ad delivery is optimised to allocate your budget to the placements likely to perform best with your audience, based on your targeting and bid
20K	Reach -	Results	- 150	Mobile only Mobile only  About placement results Ad delivery is optimised to allocate your budget to the placements likely to perform best with your audience, based on your targeting and bid amount.
20K	Reach -	Results	— 150 — 100 — 50	Mobile only Mobile only  About placement results Ad delivery is optimised to allocate your budget to the placements likely to perform best with your audience, based on your targeting and bid amount.
20K	Reach -		— 150 — 100	Mobile only Mobile only  About placement results Ad delivery is optimised to allocate your budget to the placements likely to perform best with your audience, based on your targeting and bid amount.

Based on 4 weeks of data, we launched a more focused campaign targeting "Men" of the age group 45+ and started showing ads to them on mobile-only placement.

## TOP PERFORMED ADS



#### CAMPAIGNS PERFORMANCE

	Campaigns			Ad sets for 1 Campaign		🗂 Ads	1 selected ×	
+	Create [	j Duplicate 💌 🖍 Edit 💌 More	•		View Setup	Columns: Custom	Breakdown	▼ Reports ▼
	Off/On	Campaign v	Ŧ	Checkouts initiated	Purchases -	Purchases conversion value	Purchase ROAS (return on ad spend)	Cost per purchase
		Retargeting   03-24-2023	<u>490</u> [2]	272 [2]	<u>169</u> <sup>[2]</sup>	<u>\$804,134.53</u> [2]	<u>38.07</u> <sup>[2]</sup>	<u>\$125.00</u> <sup>[2]</sup>
		Conversion   Awareness   Lookalikes   03.23	<u>39</u> [2]	<u>27</u> [2]	24 [2]	<u>\$106,057.59</u> [2]	<u>12.05</u> [2]	<u>\$366.86</u> <sup>[2]</sup>
		Conversion   Awareness   Interests 3.23.23	326 [2]	<u>185</u> [2]	<u>99</u> [2]	<u>\$433,667.45</u> [2]	<u>10.33</u> [2]	<u>\$424.07</u> <sup>[2]</sup>
		Results from 3 campaigns 🔀	<b>855 [2]</b> Total	<b>484 [2]</b> Total	<b>292  2 </b> Total	<b>\$1,343,859.58</b>  2  Total	<u><b>18.69</b></u> [2] Average	<b>\$246.28</b> [2] Per Action