

# 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

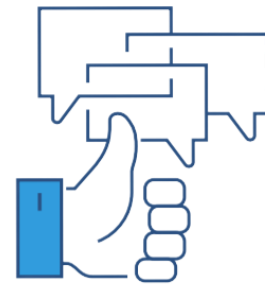
## OBJECTIVES

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

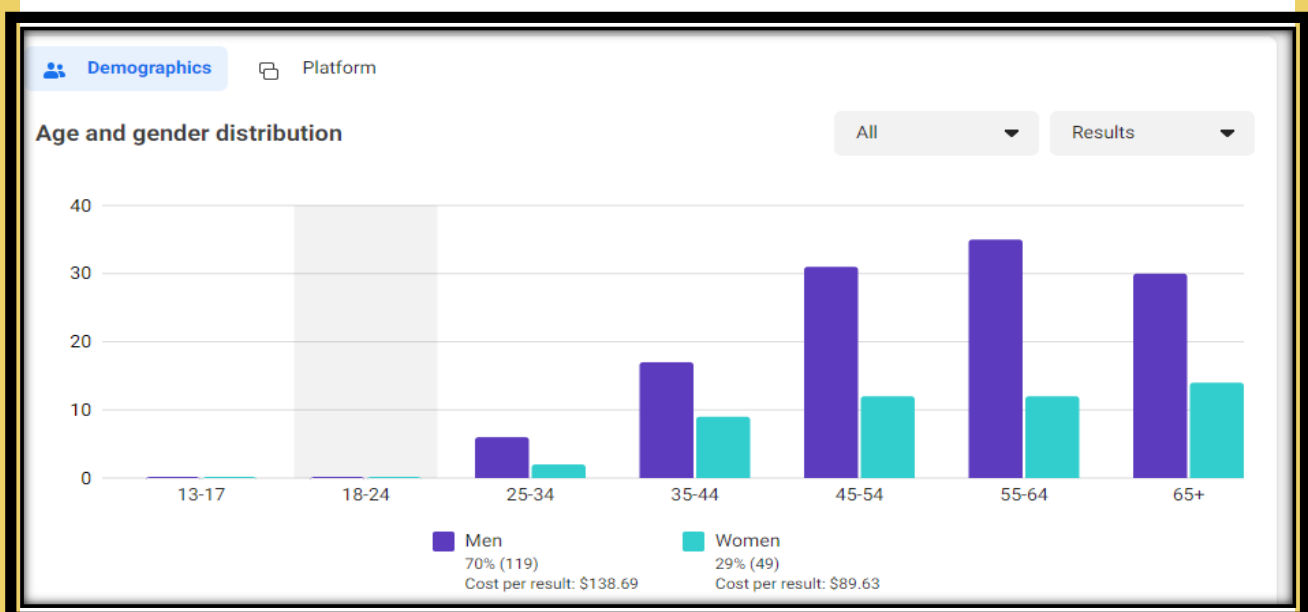


# STRATEGY

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 a more refined and focused campaign.

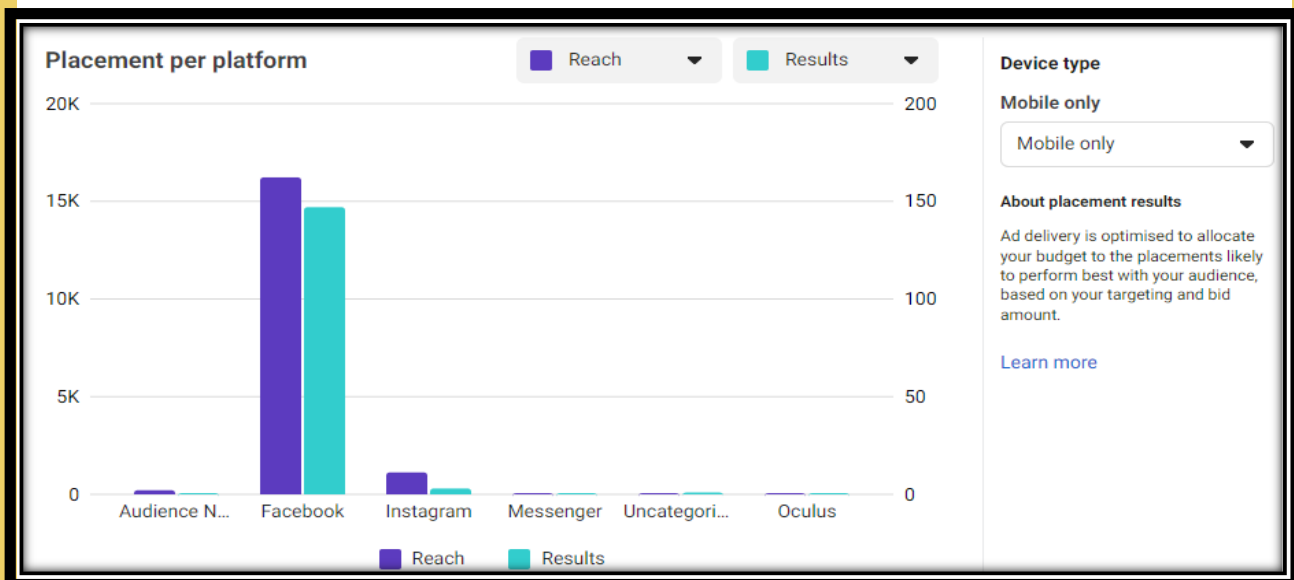
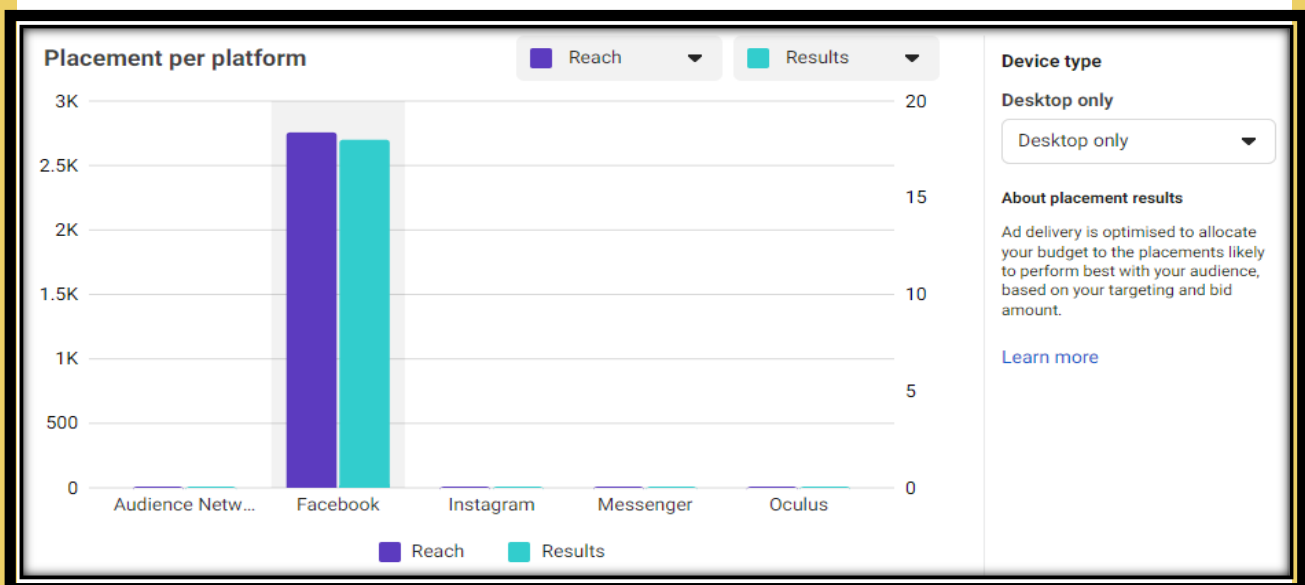


Once our conversion campaign collected 4 weeks of engagement data, we noticed that majority (70%) of purchases had come from 'Men'



# STRATEGY

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



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		1 selected		Ad sets for 1 Campaign		Ads		1 selected	
Off/On	Campaign	Checkouts initiated	Purchases	Purchases conversion value	Purchase ROAS (return on ad spend)	Cost per purchase			
<input checked="" type="checkbox"/>	Retargeting   03-24-2023	490 <sup>(2)</sup>	272 <sup>(2)</sup>	\$804,134.53 <sup>(2)</sup>	38.07 <sup>(2)</sup>	\$125.00 <sup>(2)</sup>			
<input type="checkbox"/>	Conversion   Awareness   Lookalikes   03.23...	39 <sup>(2)</sup>	27 <sup>(2)</sup>	\$106,057.59 <sup>(2)</sup>	12.05 <sup>(2)</sup>	\$366.86 <sup>(2)</sup>			
<input type="checkbox"/>	Conversion   Awareness   Interests 3.23.23	326 <sup>(2)</sup>	185 <sup>(2)</sup>	\$433,667.45 <sup>(2)</sup>	10.33 <sup>(2)</sup>	\$424.07 <sup>(2)</sup>			
Results from 3 campaigns <sup>(1)</sup>		855 <sup>(2)</sup>	484 <sup>(2)</sup>	\$1,343,859.58 <sup>(2)</sup>	18.69 <sup>(2)</sup>	\$246.28 <sup>(2)</sup>	Total	Average	Per Action