

# Case Study: A Firearms Accessory Manufacturer



**Overview:** Company is a manufacturer of roughly a dozen firearms accessories, but had trouble reaching customers in a reliable way.

**Solution:** A relatively basic 2-stage Facebook campaign. Stage 1 involved showing a basic product video to a broad audience. Phase 2 involved retargeting the 50% viewers of this video (if they watched half the video, we knew they were interested in the product) with a conversion campaign.

Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
\$42.50 Daily	7-day click or ...	1,118 [2] Website purchases	443,537	1,606,173	\$6.44 [2] Per Purchase	\$7,199.07
Using ad set bu...	7-day click or ...	172,316 ThruPlays	76,894	198,768	\$0.01 Cost per ThruPlay	\$904.87

**Results:** Over 6 months, 1,118 purchases were made (avg. order value of \$80), for an average cost of \$7.25 per purchase once the cost of the phase 1 campaign is factored in.