BALANDIN/AGENCY

Meta Ads for e-commerce

Proposal from Balandin Agency

The ad account almost always shows a ROAS higher than the bank account. We separate new and returning buyers, fix event deduplication and measure the ad-cost-to-revenue ratio on money that reached the account.

249%

ROMI in a competitive niche — the channel paid back through LTV

26%

ad cost to revenue in women's apparel: every dollar brought $3.86

479%

ROMI of a seasonal store, three seasons in a row

Where the ad account and the bank account disagree

Meta claims what would have been bought anyway

Retargeting and brand traffic land in the report as the campaign's achievement. We separate new and returning customers, measure incrementality — and part of the budget gets freed up.

Events arrive twice

Pixel and server-side events without deduplication double the purchases: the ROAS in the account looks great, the bank account does not match. We set up event_id and reconcile with the store's backend.

The season comes faster than the algorithm learns

In seasonal goods the sales window is weeks. Campaigns are warmed up in advance, on last season's data, not from scratch at peak demand.

What we do

Tracking down to the order

Pixel natively, Conversions API, deduplication, reconciliation with orders in the store admin.

Catalog and Advantage+

Feed, product sets, dynamic retargeting — and control so the campaign does not live off one bestseller.

New versus returning

Separate tracking of the first purchase. The growth metric is new customers, not overall ROAS.

Ad cost ratio as the working metric

We hold a corridor of ad cost to revenue instead of chasing the peak ROAS of one campaign.

Creatives per product

Statics and video for every key SKU and purchase occasion, refreshed as they burn out.

Seasonal planning

Warm-up before the season, a weekly budget plan, a review afterwards — what we keep for next year.

The numbers we rely on

249%	ROMI on a $44,000 budget
286%	ROMI: $13,516 → $52,165
479%	seasonal ROMI: $18,475 → $106,892
$142	cost per sale in a niche with expensive competition

Case studies: Meta Ads for e-commerce

Auto parts store (Canada)

Warm audiences and precise retargeting on Meta

$9,961
Ad spend

$928,811
Revenue

9224%
ROMI

Christmas ornaments online store “Enchanted Baubles”

A narrow seasonal window — three seasons in a row, 479% ROMI

$18,475
Ad spend

$106,892
Revenue

479%
ROMI

pompa.ru (women's clothing)

Clothing sales with ad spend at 26% of revenue — every dollar invested brought $3.86

$13,516
Ad spend

$52,165
Revenue

286%
ROMI

Case studies: Meta Ads for e-commerce

OVERGEAR (MMORPG boosting service)

Gamers are expensive to acquire — LTV made paid traffic pay off, 249% ROMI

$44,000
Ad spend

309
New customers

249%
ROMI

$450,000 revenue at 181% ROMI for a Home & Garden DTC brand

Scaled a Home & Garden DTC brand at 181% ROMI

$159,404
Ad spend

6,923
Purchases and B2B leads

$448,298
Revenue

181%
ROMI

Pricing

from $1,000/month

Ad budget is paid separately, minimum $3,000 per month.

Contacts

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30-minute call

All case studies