

Sock Rocket Facebook Ads Portfolio – Al Amin

Sock Rocket is a Calgary, Canada-based sock brand and social good organization that produces original, colorful, and unique socks while also distributing thousands of pairs to those in need.

For every pair of socks they sell, the company donates three pairs to organizations that put people to good use.

When I started working with Sock Rocket, the business was already well-known and had a strong brand awareness, but their paid media plan was less effective. That's where I came in.



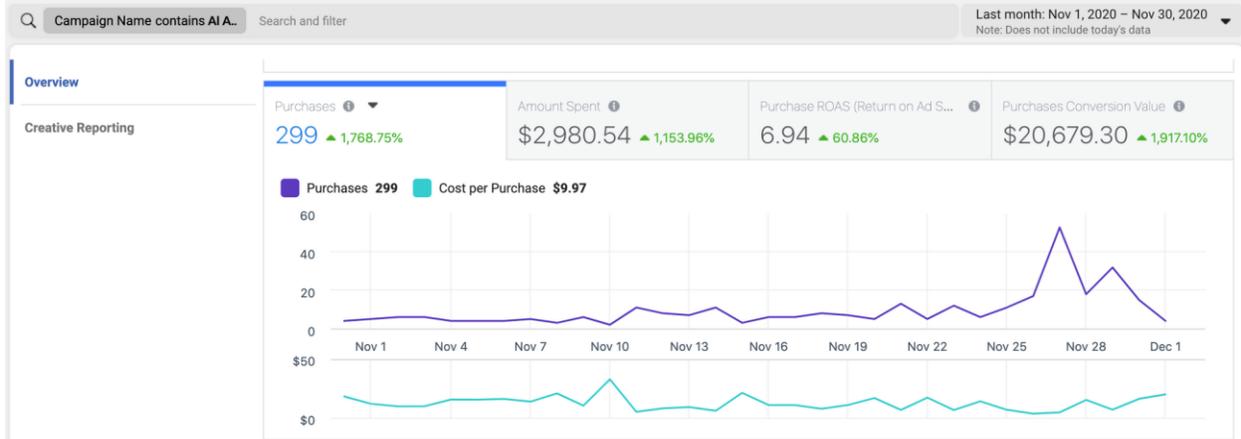
01. OLD PROBLEMS:

Because Sock Rocket had no Facebook advertising history before working with me, I began with a clean slate.

02. MY SOLUTIONS:

I went to work with testing since there was no prior data to consult. I ran 20 distinct audiences and more than 60 unique ad combinations (not including dynamic ad variations) in my advertising funnel during the month.

As I discovered successful ad combinations, I moved budgets to them while testing additional ad combinations to assist with future scaling.



Campaign Name contains AI A. X Search and filter													
Last month: Nov 1, 2020 – Nov 30, 2020 Note: Does not include today's data													
Campaigns Ad Sets Ads													
+ Create Duplicate Edit Rules View Setup Reports													
	Campaign Name	Amount Spent	Purchase ROAS (Return on Ad Spend)	Purchases Conversion Value	Purchases	Cost per Purchase	AOV	Frequency	Budget	Reach	Impressions	Adds to Cart	
<input type="checkbox"/>	<input checked="" type="checkbox"/> Sock Rocket / 001...	\$183.95	14.15	\$2,603.75	36	\$5.11	\$72.33	5.23	\$8.28 Daily	2,543	13,308	155	
<input type="checkbox"/>	<input checked="" type="checkbox"/> Sock Rocket / 002...	\$306.43	9.21	\$2,823.00	43	\$7.13	\$65.65	7.28	\$13.80 Daily	4,250	30,942	401	
<input type="checkbox"/>	<input checked="" type="checkbox"/> Sock Rocket / 003...	\$1,297.08	5.39	\$6,995.78	101	\$12.84	\$69.27	1.93	\$50.00 Daily	67,839	130,708	1,060	
<input type="checkbox"/>	<input checked="" type="checkbox"/> Sock Rocket / 004...	\$151.46	5.75	\$871.28	12	\$12.62	\$72.61	4.91	\$35.00 Daily	816	4,010	81	
<input type="checkbox"/>	<input checked="" type="checkbox"/> Sock Rocket / 005...	\$279.63	12.38	\$3,461.68	51	\$5.48	\$67.88	2.63	\$65.00 Daily	4,748	12,508	265	
<input type="checkbox"/>	<input checked="" type="checkbox"/> Sock Rocket / 006...	\$643.42	6.03	\$3,878.80	55	\$11.70	\$70.52	1.65	\$150.00 Daily	27,464	45,286	405	
<input type="checkbox"/>	<input type="checkbox"/> Sock Rocket / 007...	\$118.57	0.38	\$45.00	1	\$118.57	\$45.00	1.23	\$20.00 Daily	4,382	5,407	20	
<input type="checkbox"/>	<input type="checkbox"/> Sock Rocket / 008...	—	—	\$0.00	—	—	—	—	\$8.48 Daily	—	—	—	
	> Results f Loading...	\$2,980.54 Total Spent	6.94 Average	\$20,679.30 Total	299 Total	\$9.97 Per Action	\$69.16	2.56 Per Person		94,654 People	242,169 Total	2,395 Total	

03. KEY STATISTICS:

Here are the key Sock Rocket's Ads statistics:

- Dates: November 1-30, 2020
- ROAS: 6.94
- Amount Spent: \$2,980.54
- Total Purchase Conversion Value: \$20,679.30
- Average Cost Per Purchase: \$9.97
- Total Purchases: 299

Client Comment about the project after delivery:

"AI, THANK YOU! We appreciate all you've done for us to help grow our business. It's because of your expertise that we're where we are today. We're looking forward to expanding our relationship even more shortly."

- Cameron MacIntosh, Sock Rocket

Client Comment about my work as a contractor:

"AI has been a phenomenal contractor to work with. He is incredibly well-versed in all things digital marketing and Facebook ads, making it easy for us to give him the reins on our advertising strategies. AI helped us scale our business very quickly, and because of his efforts, we're selling thousands more pairs of socks than ever before. I highly recommend AI to anyone looking for help with their digital marketing and Facebook ads!"

- Cameron MacIntosh, Sock Rocket