

SofHold Gun Magnet Ads Portfolio – Al Amin

SofHold offers strong magnetic gun mounts for automobiles, homes, and other locations where you need to mount weapons. Their no-scratch magnets are made in the United States of America.

The company produces high-quality goods that keep what's essential always in reach, allowing customers to retain hold of what matters.

Sofhold was formerly an Amazon brand with limited scalability and no data ownership before working with me (Al Amin).



01. OLD PROBLEMS:

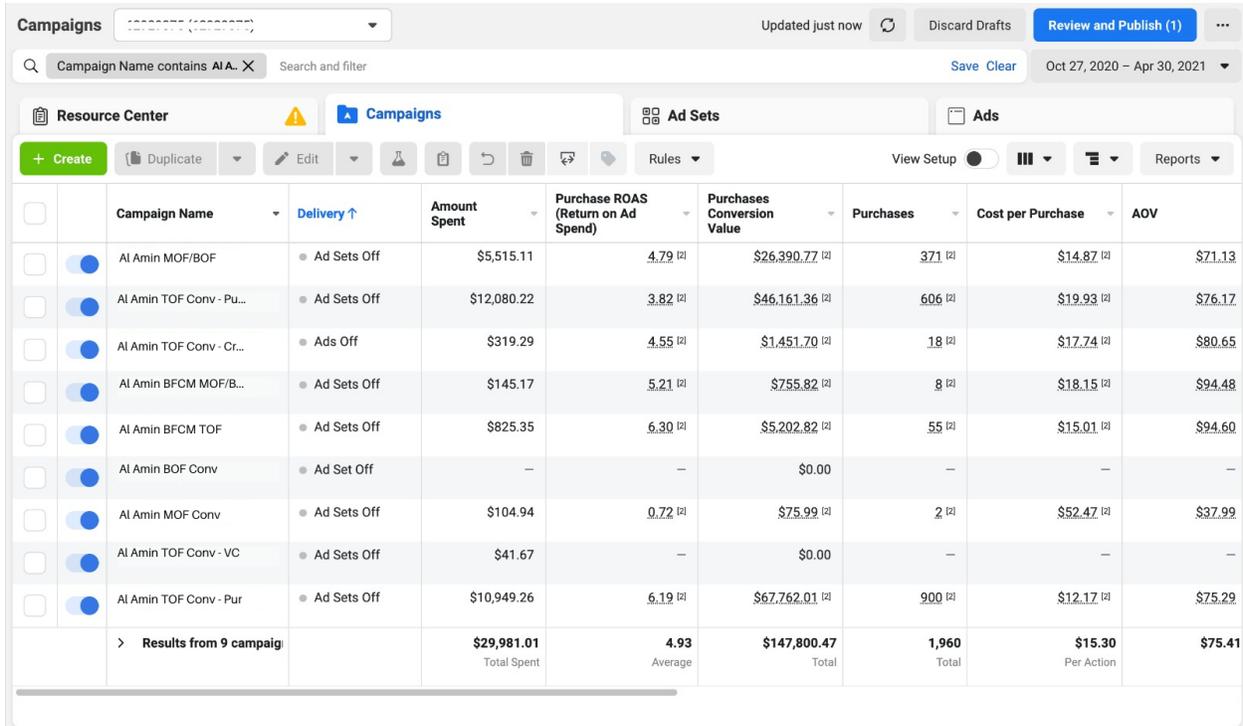
Here are the most significant concerns with SofHold's ad campaign:

- There is no data ownership.
- FBA advertising expenses are high.
- As a result of Amazon's focus on omnichannel selling, omnichannel advertising has become more complex.

02. MY SOLUTIONS:

I started with a high-performance Shopify website and expert-grade content to help Sofhold go from being an Amazon-only product to a scalable, long-term brand. I followed it up by implementing my e-commerce Facebook ad scaling structure.

I discovered the optimal combinations of creative, copy, and targeting due to conducting numerous tests. Sofhold is an unusual case due to being a firearm accessory company, which means more stringent advertising regulations.



The screenshot displays the Facebook Ads Manager interface. At the top, it shows 'Campaigns' with a search filter 'Campaign Name contains AIA.' and a date range of 'Oct 27, 2020 - Apr 30, 2021'. Below the search bar, there are tabs for 'Resource Center', 'Campaigns', 'Ad Sets', and 'Ads'. A toolbar includes options like '+ Create', 'Duplicate', 'Edit', and 'Rules'. The main table lists various campaigns with columns for Campaign Name, Delivery, Amount Spent, Purchase ROAS, Purchases Conversion Value, Purchases, Cost per Purchase, and AOV. A summary row at the bottom indicates 'Results from 9 campaign' with a total amount spent of \$29,981.01, an average ROAS of 4.93, a total purchase conversion value of \$147,800.47, a total of 1,960 purchases, an average cost per purchase of \$15.30, and an average order value of \$75.41.

| | Campaign Name | Delivery | Amount Spent | Purchase ROAS (Return on Ad Spend) | Purchases Conversion Value | Purchases | Cost per Purchase | AOV |
|---|--------------------------|-------------|----------------------------|------------------------------------|----------------------------|----------------|-----------------------|---------|
| | Al Amin MOF/BOF | Ad Sets Off | \$5,515.11 | 4.79 [2] | \$26,390.77 [2] | 371 [2] | \$14.87 [2] | \$71.13 |
| | Al Amin TOF Conv - Pu... | Ad Sets Off | \$12,080.22 | 3.82 [2] | \$46,161.36 [2] | 606 [2] | \$19.93 [2] | \$76.17 |
| | Al Amin TOF Conv - Cr... | Ads Off | \$319.29 | 4.55 [2] | \$1,451.70 [2] | 18 [2] | \$17.74 [2] | \$80.65 |
| | Al Amin BFCM MOF/B... | Ad Sets Off | \$145.17 | 5.21 [2] | \$755.82 [2] | 8 [2] | \$18.15 [2] | \$94.48 |
| | Al Amin BFCM TOF | Ad Sets Off | \$825.35 | 6.30 [2] | \$5,202.82 [2] | 55 [2] | \$15.01 [2] | \$94.60 |
| | Al Amin BOF Conv | Ad Set Off | — | — | \$0.00 | — | — | — |
| | Al Amin MOF Conv | Ad Sets Off | \$104.94 | 0.72 [2] | \$75.99 [2] | 2 [2] | \$52.47 [2] | \$37.99 |
| | Al Amin TOF Conv - VC | Ad Sets Off | \$41.67 | — | \$0.00 | — | — | — |
| | Al Amin TOF Conv - Pur | Ad Sets Off | \$10,949.26 | 6.19 [2] | \$67,762.01 [2] | 900 [2] | \$12.17 [2] | \$75.29 |
| > | Results from 9 campaign | | \$29,981.01 Total Spent | 4.93 Average | \$147,800.47 Total | 1,960 Total | \$15.30 Per Action | \$75.41 |

03. KEY STATISTICS:

Here are the key statistics from Sofhold:

- Date Range: October 27, 2020 - April 30, 2021
- ROAS: 4.93
- Amount Spent: \$29,981.01
- Total Purchase Conversion Value: \$147,800.47
- Average Cost Per Purchase: \$15.30
- Average Order Value: \$75.41
- Total Purchases: 1,960

Client Comment about the project after delivery:

*"This is a great project. Perfectly done. Thanks for going above and beyond."
– Raghad, Sofhold*

Client Comment about my work as a contractor:

"Al Amin does such an exceptional job for us on social media marketing; we will hire him again! He has an amazing ability to see the big picture and implement some brilliant tactics along with his right-brained creativity. Even though he's pretty good at what he does (and I'm not just saying that), he stays humble and never lets success go to his head. Al Amin is one of the best there is, and we're lucky to have him." – Chloe SofHold's Marketing Manager.