

## **UOMA Beauty Facebook Ads Portfolio – Al Amin**

The name "UOMA" (uh-mah) implies beauty, and they believe that beauty begins the moment people choose to be themselves. They exist to rewrite the norms of inclusivity and diversity to establish a world of beauty that is truly for everyone.

UOMA Beauty is the most representative black-owned cosmetics company. Sharon Chuter, a former beauty executive from Los Angeles and London who founded UOMA Beauty, created the unconventional, inventive line for everyone.

They are free people at UOMA. They are of human origin, have freedom, and their language is colorful. People from all over the world are welcome to join their magnificent tribe.

They had difficulties making constant Facebook Ad sales because of a lack of structure and data analysis before working together (Al Amin).



### **01. OLD PROBLEMS:**

The following are the primary difficulties I encountered while working for UOMA Beauty:

- Historically, Facebook advertisements have been tested very little.
- Sale ads typically performed well, but non-sale ads were very hit or miss.
- No structure made scaling nearly impossible.

## 02. MY SOLUTIONS:

I observed something extremely clear when I initially began working with UOMA Beauty: the brand had a TON of potential for significant growth, but there was no structure to aid with budget optimization and ad scaling.

I used content, copy, and audience data to create a new structure that I may utilize to generate precise, consistent data for exponential development after looking at historical information.

|                          | Campaign Name                | Amount Spent                      | Purchase ROAS (Return on) | Purchases Conversion Value  | Purchases           | Cost per Purchase            | AOV            | Frequency                 | Budget         | Reach                    | Impressions               | Adds to Cart          |
|--------------------------|------------------------------|-----------------------------------|---------------------------|-----------------------------|---------------------|------------------------------|----------------|---------------------------|----------------|--------------------------|---------------------------|-----------------------|
| <input type="checkbox"/> | UOMA Beauty...               | \$250.69                          | 9.80                      | \$2,457.06                  | 58                  | \$4.32                       | \$42.36        | 1.57                      | \$100.00 Daily | 13,972                   | 21,919                    | 506                   |
| <input type="checkbox"/> | UOMA Beauty...               | \$561.90                          | 4.32                      | \$2,424.64                  | 67                  | \$8.39                       | \$36.19        | 1.71                      | \$144.00 Daily | 23,054                   | 39,426                    | 806                   |
| <input type="checkbox"/> | UOMA Beauty...               | \$1,034.94                        | 4.02                      | \$4,162.69                  | 70                  | \$14.78                      | \$59.47        | 15.34                     | \$36.00 Daily  | 2,114                    | 32,427                    | 556                   |
| <input type="checkbox"/> | UOMA Beauty...               | \$2,443.63                        | 3.97                      | \$9,710.28                  | 234                 | \$10.44                      | \$41.50        | 5.18                      | \$51.00 Daily  | 52,435                   | 271,738                   | 1,916                 |
| <input type="checkbox"/> | UOMA Beauty...               | \$270.27                          | 3.42                      | \$923.75                    | 17                  | \$15.90                      | \$54.34        | 6.69                      | \$6.00 Daily   | 1,892                    | 12,655                    | 156                   |
| <input type="checkbox"/> | UOMA Beauty...               | \$1,621.97                        | 3.30                      | \$5,358.22                  | 142                 | \$11.42                      | \$37.73        | 2.60                      | \$117.00 Daily | 54,141                   | 140,811                   | 1,256                 |
| <input type="checkbox"/> | UOMA Beauty...               | \$40.65                           | 2.90                      | \$117.90                    | 3                   | \$13.55                      | \$39.30        | 1.37                      | \$10.00 Daily  | 4,071                    | 5,565                     | 146                   |
| <input type="checkbox"/> | UOMA Beauty...               | \$3,900.98                        | 2.74                      | \$10,669.74                 | 181                 | \$21.55                      | \$58.95        | 2.47                      | \$70.00 Daily  | 172,421                  | 425,290                   | 2,126                 |
| <input type="checkbox"/> | UOMA Beauty...               | \$3,735.25                        | 1.41                      | \$5,257.67                  | 134                 | \$27.88                      | \$39.24        | 2.66                      | \$190.00 Daily | 156,668                  | 417,410                   | 954                   |
| >                        | <b>Results</b><br>Loading... | <b>\$14,934.68</b><br>Total Spent | <b>2.76</b><br>Average    | <b>\$41,168.95</b><br>Total | <b>912</b><br>Total | <b>\$16.38</b><br>Per Action | <b>\$45.14</b> | <b>3.87</b><br>Per Person |                | <b>392,088</b><br>People | <b>1,517,571</b><br>Total | <b>8,405</b><br>Total |

## 03. KEY STATISTICS:

Here are the key UOMA Beauty Facebook Ads figures:

- Dates: September 1st - November 30, 2020
- ROAS: 2.76
- Amount Spent: \$14,934.68
- Total Purchase Conversion Value: \$41,168.95
- Average Cost Per Purchase: \$16.38
- Total Purchases: 912

### **Client Comment about the project after delivery:**

*"Al, you have truly exceeded my expectations. I am so grateful to have found your services. I truly appreciate what you have done for me! Thank you!"*

*- UOMA Beauty (Sharon Chuter)*

### **Client Comment about my work as a contractor:**

*"Al made UOMA Beauty's dream team. He's an excellent communicator, an incredible writer, and he truly understands Facebook Ads... I can't believe how talented this guy is. And then, on top of that, he really got his hands dirty with our analytics to understand where we were at, what it would take to get us there, and has the talent to make it happen."*

*- UOMA Beauty (Sharon Chuter)*