Case Study: The Black Friday Jackpot for EQ3

Brand Overview
Maple Luxe Home, a Canada-based premium home decor brand, specializes in elegant and timeless decor pieces. With Black Friday approaching, Maple Luxe Home aimed to capitalize on the seasonal shopping frenzy to clear inventory and maximize sales.

Objective

- Sell a significant portion of inventory during Black Friday week.

- Achieve a **minimum ROAS of 5x** while maintaining a competitive CPA.

- Strengthen the brand's presence in the Canadian home decor market.

Campaign Metrics

- **Total Ad Spend:** $1,600.54

- **Total Purchases:** 78

- **Total Revenue Generated:** $15,061.56

- **Overall ROAS:** 9.41x

Strategy Execution

1. Ad Creative & Messaging

- **Focus:** Limited-time Black Friday deals with urgency driven messaging.
- **Creative Elements:**
  - Carousel ads showcasing best-selling decor items in cozy, festive settings.
  - Short video ads featuring "Transform Your Home This Black Friday" messaging with before-and-after room makeovers.
  - **Headlines:**
    - *"Up to 50% Off – Black Friday Starts Now!"*
    - *"Shop Our Exclusive Black Friday Sale – Limited Stock Available!"*
  - CTAs: "Shop Now," "Limited Stock—Don't Miss Out."
- **Results:**
  - High click-through rates on video ads boosted traffic and conversions.

2. Audience Targeting

- **Primary Audiences:**
  - Lookalike audiences of past purchasers and website visitors.
  - Interest-based targeting for Canadian homeowners, interior designers, and DIY enthusiasts.
- **Retargeting Audiences:**
  - Warm audiences (website visitors, social media engagers, and abandoned cart users) received personalized retargeting ads with urgency-focused messaging:
    - *"Your Favorite Decor Is Selling Fast – Grab It Before It's Gone!"*
- **Results:**
  - Retargeting campaigns achieved the highest ROAS of **19.04x**, converting high-intent shoppers.

3. Budget Allocation

- **Top-of-Funnel (TOF):** 40% of the budget to attract new visitors.
- **Middle-of-Funnel (MOF):** 30% of the budget to nurture engaged audiences.

- **Bottom‑of‑Funnel (BOF):** 30% of the budget for retargeting warm audiences.

Campaign Results by Breakdown

Ad Spend	Purchases	Revenue	ROAS
$281.26	25	$4,524.70	16.09
$323.50	19	$3,841.96	11.88
$94.10	6	$1,791.80	19.04
$173.64	7	$1,750.00	10.08
$74.61	5	$1,225.50	16.43
$231.54	7	$913.60	3.95
$339.75	7	$529.00	1.56
$82.14	2	$485.00	5.90

Key Highlights

1. **Retargeting Excellence:** Warm audiences generated the highest ROAS, proving the power of engaging customers already familiar with the brand.

2. **High-Impact Creatives:** Video ads showcasing styled home decor in festive settings resonated with the target audience, driving strong engagement.

3. **Balanced Budget Allocation:** Strategic investment in retargeting ensured a steady flow of conversions while maintaining a low CPA.

Learnings & Takeaways

- **Urgency Sells:** Countdown timers and "Limited Stock" messaging created a sense of urgency that drove immediate action.

- **Personalized Retargeting:** Custom ads for abandoned cart users resulted in a 25% higher conversion rate.

- **Creative Variety:** A mix of carousel and video ads allowed Maple Luxe Home to reach diverse audience segments effectively.

Conclusion

The Black Friday campaign for **Maple Luxe Home** was a resounding success, achieving an impressive **9.41x ROAS** and generating over **$15,000 in revenue** with just $1,600 in ad spend. This campaign not only cleared inventory but also solidified Maple Luxe Home as a top choice for premium home decor in Canada.

With the success of this campaign, Maple Luxe Home is now well-positioned to scale further during future seasonal sales events.

Amount spent	Purchases	Purchases Conversion Value ↓	Purchase ROAS (return on ad spend)
$281.26	25 [2]	$4,524.70 [2]	16.09 [2]
$323.50	19 [2]	$3,841.96 [2]	11.88 [2]
$94.10	6 [2]	$1,791.80 [2]	19.04 [2]
$173.64	7 [2]	$1,750.00 [2]	10.08 [2]
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$339.75	7 [2]	$529.00 [2]	1.56 [2]
$82.14	2 [2]	$485.00 [2]	5.90 [2]
$1,600.54 Total Spent	**78** [2] Total	**$15,061.56** [2] Total	**9.41** [2] Average