FACEBOOK ADS CAMPAIGN FOR PHOR

Creative style.
Targeted reach. Measurable growth.

PHOR / FASHION & LIFESTYLE

+48%

increase in online sales

Results reported within 30 days

PROJECT COST

$1,000

DURATION

1 Month

START DATE

21 July 2021

Distinctive style.
A focused audience.

PHOR is a fashion and lifestyle brand bringing creative style and unique designs to its audience.

THE OBJECTIVE

Increase brand awareness, attract potential customers, and drive online sales among fashion-conscious individuals aged 18–35.

THE RESEARCH

We analyzed audience demographics, interests, and shopping behaviors to inform the campaign’s targeting and creative direction.

AUDIENCE

Ages 18–35

SECTOR

Fashion & lifestyle

PLATFORM

Facebook Ads

Creative that connects. Targeting with intent.

Product showcases

Visually appealing product-focused ads reflecting PHOR’s brand identity.

Carousel ads

Engaging carousel creatives designed to encourage product discovery.

Promotional content

Compelling copy and clear calls-to-action supporting engagement and conversions.

AUDIENCE STRATEGY

Interest-based targeting to reach relevant audiences.

Lookalike audiences to find new potential customers.

Retargeting to reconnect with interested visitors.

CONTINUOUS OPTIMIZATION

We monitored campaign performance and refined audience segments, ad placements, and creatives to improve engagement and maximize return on investment.

30 days.
Meaningful business growth.

Campaign outcomes reported for PHOR within the first 30 days.

+48%

Online sales

+32%

Customer visits

SOCIAL MEDIA ENGAGEMENT

Significant improvement in engagement, reported qualitatively; no percentage was supplied.

THE OUTCOME

Creative advertising, audience targeting, and ongoing performance optimization worked together to support PHOR’s online growth.

Results as supplied in the project brief. Baseline and attribution details were not provided.