

Forum:[Hack Forums](#)

Thread: [Shopify Store Progress \[Started Feb 16th\] \\$11624.12 Total Sales](#)

Xeriant - March 2, 2018, 9:24 pm

I started this store on February 16th and I've seen some pretty consistent growth so far. I only advertise on Facebook currently. Overall I've very new at this so I will not be answering many questions.

How much of this is profit?

Profit $\sim 1/2(\text{Gross Sales}) - \text{Advertising cost}$

Update 3/31 - 4/3

Update 3/31/18 - \$11624.12 Total Sales

Spoiler [\(Click to View\)](#)

First 4 Weeks of Sales (3/14/18)

Spoiler [\(Click to View\)](#)

Current Total Sales (3/11/18): \$5493.43

Spoiler [\(Click to View\)](#)

Daily Sales 3/11/18 - \$1083.06 - Ad Cost \$167

Spoiler [\(Click to View\)](#)

Daily Sales 3/10/18 - \$736.33 - Ad Cost \$129

Spoiler [\(Click to View\)](#)

Ad performance 3/11/18

Spoiler [\(Click to View\)](#)

Performance for the last 5 days (3/9 - 3/13)

Spoiler [\(Click to View\)](#)

I will try and update this thread whenever I get a chance as well as make it look slightly more appealing.

Thanks,
Xeriant.

Original Thread:

Spoiler ([Click to View](#))

This is my first store on Shopify that I started 14 days ago. I've been experimenting my way through this and I've just had my highest grossing day so far. Right now I'm focusing on getting enough data on my pixel so that my retargeting campaigns are successful. All current advertising is on a custom audience with no retargeting as of yet. I have a lot of abandoned cart mechanisms in place as well.

Today's Ad Spendings (3/2/18):

Today's Sales (3/2/18)::

Actual Profit after Paying for Items (3/2/18)::

Probably won't be able to answer many questions, I'm pretty new to this myself.

Update (3/3/18 as of 11:51 AM):

Update (3/3/18 9:05 PM)

Popstar - March 2, 2018, 9:30 pm

Well here's a question you can probably answer.

You can spend all your money on Facebook and insta ads, but how do you really get the customers in? What's the secret past just buying ads? Obviously, having a good profitable niche. But what else? I feel like I'm missing something.

Xeriant - March 2, 2018, 9:51 pm

(Mar 2, 2018 10:30 PM)wifisfuneral Wrote: [\[CITE\]](#) Well here's a question you can probably answer.

You can spend all your money on Facebook and insta ads, but how do you really get the customers in? What's the secret past just buying ads? Obviously, having a good profitable niche. But what else? I feel like I'm missing something. What's wrong with just buying ads? Spending \$70 on ads to make \$200 (pre ads) seems fine to me.

Also from the ads I've gotta 400 email subscribers that I send newsletters out to every other day.

Syfer1234 - March 2, 2018, 11:09 pm

(Mar 2, 2018 10:24 PM)Xeriant Wrote: [\[CITE\]](#) This is my first store on Shopify that I started 14 days ago. I've been experimenting my way through this and I've just had my highest grossing day so far. Right now I'm focusing on getting enough data on my pixel so that my retargeting campaigns are

successful. All current advertising is on a custom audience with no retargeting as of yet. I have a lot of abandoned cart mechanisms in place as well.

Today's Ad Spendings:

Today's Sales:

Actual Profit after Paying for Items:

Probably won't be able to answer many questions, I'm pretty new to this myself.
i dont know anything about pixel but thats all the money you spent that day to make \$450?

thales - March 2, 2018, 11:13 pm

Is that FB ads or google ads? Looks like google

Xeriant - March 2, 2018, 11:51 pm

(Mar 3, 2018 12:13 AM)thales Wrote: [\[CITE\]](#) Is that FB ads or google ads? Looks like googleThey are Facebook ads.

thales - March 2, 2018, 11:52 pm

(Mar 3, 2018 12:51 AM)Xeriant Wrote: [\[CITE\]](#) They are Facebook ads.Figures :P

good work!

Popstar - March 3, 2018, 3:40 am

(Mar 2, 2018 10:51 PM)Xeriant Wrote: [\[CITE\]](#) What's wrong with just buying ads? Spending \$70 on ads to make \$200 (pre ads) seems fine to me.

Also from the ads I've gotta 400 email subscribers that I send newsletters out to every other day. Nothing's wrong with it. I just feel like no matter how many ads I buy I can't make the sales lol. Was just asking for a deeper understanding of it. Congrats tho man keep up the good work

?D?vi??c?t?™ - March 3, 2018, 4:59 am

Damn, adcosts are fairly high imo, but you're making a profit.

Long term it will payout even more

TricaPofa - March 3, 2018, 5:11 am

Congratulations! Keep working! You had a good profit ;)

TricaPofa - March 3, 2018, 5:12 am

Congratulations! Keep working! You had a good profit ;)

Xeriant - March 3, 2018, 8:18 am

(Mar 3, 2018 05:59 AM)?D?vi??c?t?™ Wrote: [\[CITE\]](#) Damn, adcosts are fairly high imo, but you're making a profit.

Long term it will payout even moreYeah, I'm experimenting with what works. I could have gotten nearly all my sales without one of my ads (The first one) dropping my advertising cost to \$50. I'm actively reconfiguring my ads and their budgets to try and get the best return on the ads.

Enzio - March 3, 2018, 9:29 am

(Mar 3, 2018 09:18 AM)Xeriant Wrote: [\[CITE\]](#) Yeah, I'm experimenting with what works. I could have gotten nearly all my sales without one of my ads (The first one) dropping my advertising cost to \$50. I'm actively reconfiguring my ads and their budgets to try and get the best return on the ads. As far as I know, Oberlo does not take the shipping into consideration for the profit.

If you are doing free shipping then you're losing money.

Xeriant - March 3, 2018, 9:43 am

(Mar 3, 2018 10:29 AM)Squalo Wrote: [\[CITE\]](#) As far as I know, Oberlo does not take the shipping into consideration for the profit.

If you are doing free shipping then you're losing money.They do take cost of shipping into consideration regarding profit.

Update (3/3/18 as of 11:51 AM)

Enzio - March 3, 2018, 1:26 pm

(Mar 3, 2018 10:43 AM)Xeriant Wrote: [\[CITE\]](#) They do take cost of shipping into consideration regarding profit.

Update (3/3/18 as of 11:51 AM)

You're right they do.

Your conversion rate is good but it could better. More than half of people are leaving without buying once they reach the checkout.

The Add To Cart/Checkout ratio is good so there is something on the checkout page so give it a look.

terrahigh - March 3, 2018, 4:09 pm

What are you selling?? are you shipping items to your buyers? like a used or unused panty?

Xeriant - March 3, 2018, 6:55 pm

(Mar 3, 2018 05:09 PM)terrahigh Wrote: [\[CITE\]](#) What are you selling?? are you shipping items to your buyers? like a used or unused panty?Sorry can't tell you my Niche other than its a home goods product. I'm dropshipping the product meaning I never handle the goods.

(Mar 3, 2018 02:26 PM)Squalo Wrote: [\[CITE\]](#) You're right they do.

Your conversion rate is good but it could better. More than half of people are leaving without buying once they reach the checkout.

The Add To Cart/Checkout ratio is good so there is something on the checkout page so give it a look.Might consider adding exit intent popups, but I'm pretty sure the low checkout completion is due to the nature of my product.

Update (3/3/18 9:05 PM)

Gpizzle - March 8, 2018, 3:44 pm

the biggest issue im facing is finding a niche that will work. How did you find your niche?

Xeriant - March 9, 2018, 1:00 am

(Mar 8, 2018 04:44 PM)Gpizzle Wrote: [\[CITE\]](#) the biggest issue im facing is finding a niche that will work. How did you find your niche?Browsing AliExpress until I found an item I thought would sell then adding other items from that niche.

Gpizzle - March 9, 2018, 7:46 am

(Mar 9, 2018 02:00 AM)Xeriant Wrote: [\[CITE\]](#) Browsing AliExpress until I found an item I thought would sell then adding other items from that niche.

are you using facebook to advertise? they're saying facebook is harder to promote since the change of their algorithm. this thread gives me hope though I really need to generate some revenue online. Lost my job :-/

Xeriant - March 9, 2018, 10:21 am

(Mar 9, 2018 08:46 AM)Gpizzle Wrote: [\[CITE\]](#) are you using facebook to advertise? they're saying facebook is harder to promote since the change of their algorithm. this thread gives me hope though I really need to generate some revenue online. Lost my job :-/Facebook Ads are the only adverting I do. I haven't had any issues getting sales with them and I started in February.

Xeriant - March 11, 2018, 9:37 pm

Things have been going well. Going to change this to a progress thread.

VirtualFrost - March 12, 2018, 5:18 am

Really wish I could invest into Shopify, barely getting any money lately that I can use and I know most of it ends up in advertising. This is a really good outcome dude, definitely, don't stop or get unmotivated and keep working on it.

Lofti - March 12, 2018, 5:52 am

Amazing job bro! Don't stop. ?

2073436 - March 12, 2018, 9:35 am

that's a beautiful ROI

what type of profit margins have you got there

Xeriant - March 12, 2018, 10:21 am

(Mar 12, 2018 09:35 AM)Skilo Wrote: [\[CITE\]](#) that's a beautiful ROI

what type of profit margins have you got thereMy general goal is to make profit equal to the item cost (not including advertising cost).

So \$10 item I would sell for \$20 to make a \$10 profit (minus advertising cost for the sale).

My profit $\sim 1/2(\text{Sales}) - \text{Advertising costs}$.

Gavalar - March 12, 2018, 10:49 am

50% profit is really really good, If you are not lieing congratulations. Most people are around 20-35% :)

Xeriant - March 12, 2018, 10:51 am

(Mar 12, 2018 10:49 AM)Gavalar Wrote: [\[CITE\]](#) 50% profit is really really good, If you are not lieing congratulations. Most people are around 20-35% :)After accounting for ad cost and payment processing fees its actually pretty close to 35% profit from sales.

FaggNigg - March 12, 2018, 12:17 pm

Very impressive, I'll be following this thread to see how you progress with your goals

2073436 - March 12, 2018, 12:44 pm

(Mar 12, 2018 10:51 AM)Xeriant Wrote: [\[CITE\]](#) After accounting for ad cost and payment processing fees its actually pretty close to 35% profit from sales.

That's a healthy margin so keep it up mate

Reputation - March 12, 2018, 2:35 pm

Can I ask a few questions?

Well done btw.

1. Do you focus on selling just one item on your Shopify page, or do you sell multiple items in relation to home goods?

2. When advertising on Facebook, do you have your own Facebook page or do you direct them straight to your website?

2a. If using a Facebook page, did you 'scale' your page up... ie got some likes etc before opening up? (for credibility)

3. Do you put your address, or a address on your Shopify page? Apparently it puts people off if you don't show an address.

Thanks :)

Xeriant - March 12, 2018, 3:18 pm

(Mar 12, 2018 02:35 PM)UKLimited Wrote: [\[CITE\]](#) Can I ask a few questions?

Well done btw.

1. Do you focus on selling just one item on your Shopify page, or do you sell multiple items in relation to home goods?

2. When advertising on Facebook, do you have your own Facebook page or do you direct them straight to your website?

2a. If using a Facebook page, did you 'scale' your page up... ie got some likes etc before opening up? (for credibility)

3. Do you put your address, or a address on your Shopify page? Apparently it puts people off if you don't show an address.

Thanks :)1) I started by focusing on one item that I thought had a lot of potential then built up my catalog with items from the starting item's niche.

2) I have my own Facebook page that I started when I started my store.

a) No, I did not.

3)I do not have my address on my Facebook page. Shopify requires that you have your address entered.

Cryptography - March 12, 2018, 3:21 pm

That's a nice CVR - almost like AdWord traffic rate

Sigma - March 12, 2018, 6:34 pm

I tried Shopify with a very popular niche, lost about \$1000 in ads. Did a bunch of studying and watched numerous training videos on the subject as well. Sometimes I feel like a lot of these Shopify earnings are bs. I am sure a lot of people can make money with Shopify, but making over \$1000 a

day at some points.. It just doesn't seem probable. Maybe \$100 - \$200 but anything higher than that just sounds like someone is promoting a high priced affiliate program and posting the sales they make on Shopify.

Especially when people see ads from a facebook page that has none or very few followers. Who would ever buy from an ad they produce.

Enzio - March 12, 2018, 6:43 pm

(Mar 12, 2018 06:34 PM)Sigma????? Wrote: [\[CITE\]](#) I tried Shopify with a very popular niche, lost about \$1000 in ads. Did a bunch of studying and watched numerous training videos on the subject as well. Sometimes I feel like a lot of these Shopify earnings are bs. I am sure a lot of people can make money with Shopify, but making over \$1000 a day at some points.. It just doesn't seem probable. Maybe \$100 - \$200 but anything higher than that just sounds like someone is promoting a high priced affiliate program and posting the sales they make on Shopify.

Especially when people see ads from a facebook page that has none or very few followers. Who would ever buy from an ad they produce.

Don't worry, more than half of those who try Shopify will fail. It's just how it is but I understand where you're coming from.

"Especially when people see ads from a facebook page that has none or very few followers. Who would ever buy from an ad they produce."

That makes 0 sense. You don't need a page with 100k likes to make a sale lol. If it was the case, Shopify would not even be this popular.

@OP. You have a good conversion rate. Average is 1-2% so anything higher means you're doing great. Congrats ?

Xeriant - March 12, 2018, 8:01 pm

(Mar 12, 2018 06:34 PM)Sigma????? Wrote: [\[CITE\]](#) I tried Shopify with a very popular niche, lost about \$1000 in ads. Did a bunch of studying and watched numerous training videos on the subject as well. Sometimes I feel like a lot of these Shopify earnings are bs. I am sure a lot of people can make money with Shopify, but making over \$1000 a day at some points.. It just doesn't seem probable. Maybe \$100 - \$200 but anything higher than that just sounds like someone is promoting a high priced affiliate program and posting the sales they make on Shopify.

Especially when people see ads from a facebook page that has none or very few followers. Who would ever buy from an ad they produce. I'm not making \$1000 a day, I'm selling \$1000 a day in goods. My profit on each sale is only around half, and that doesn't account for the acquisition cost of each customer through ads.

$\$1083 \text{ in sales divided by two} = \$541.50 - \$167 \text{ in ads} = \$374.50 \text{ Profit}$

This also doesn't account for the approximately 5% I lose to PayPal and credit card transaction fees.

(Mar 12, 2018 06:43 PM)Squalo Wrote: [\[CITE\]](#) Don't worry, more than half of those who try Shopify will fail. It's just how it is but I understand where you're coming from.

"Especially when people see ads from a facebook page that has none or very few followers. Who would ever buy from an ad they produce."

That makes 0 sense. You don't need a page with 100k likes to make a sale lol. If it was the case, Shopify would not even be this popular.

@OP. You have a good conversion rate. Average is 1-2% so anything higher means you're doing great. Congrats ?Thanks, it means a lot coming from you. I recently found a very hot product that converts @ around 3.75-4.25% on good days so it brings up my average conversion rate for the day.

Enzio - March 12, 2018, 8:07 pm

(Mar 12, 2018 08:01 PM)Xeriant Wrote: [\[CITE\]](#) I'm not making \$1000 a day, I'm selling \$1000 a day in goods. My profit on each sale is only around half, and that doesn't account for the acquisition cost of each customer through ads.

\$1083 in sales divided by two = \$541.50 - \$167 in ads = \$374.50 Profit

This also doesn't account for the approximately 5% I lose to PayPal and credit card transaction fees.

Thanks, it means a lot coming from you. I recently found a very hot product that converts @ around 3.75-4.25% on good days so it brings up my average conversion rate for the day.

Yeah, %4.25 cause you haven't scaled yet. It'll go down with time if you don't apply the right tricks to keep the conversion high.

But that's a problem for another time. What theme are you using? Brooklyn? Supply?

Xeriant - March 12, 2018, 8:25 pm

(Mar 12, 2018 08:07 PM)Squalo Wrote: [\[CITE\]](#) Yeah, %4.25 cause you haven't scaled yet. It'll go down with time if you don't apply the right tricks to keep the conversion high.

But that's a problem for another time. What theme are you using? Brooklyn? Supply? Brooklyn, and yes its a new item so I do expect the conversion rate to fall.

Bob White - March 12, 2018, 8:28 pm

good numbers bud, keep it up.

Enzio - March 12, 2018, 8:31 pm

(Mar 12, 2018 08:25 PM)Xeriant Wrote: [\[CITE\]](#) Brooklyn, and yes its a new item so I do expect the conversion rate to fall.

Cool. I like Brooklyn ?

Xeriant - March 13, 2018, 2:03 pm

Update for the last 5 days (3/9 - 3/13)

Enzio - March 13, 2018, 2:43 pm

(Mar 13, 2018 02:03 PM)Xeriant Wrote: [\[CITE\]](#) Update for the last 5 days (3/9 - 3/13)

I don't know what is your CPC but since it'll probably go up later, you should try to have an upsell just in case.

Xeriant - March 13, 2018, 2:49 pm

(Mar 13, 2018 02:43 PM)Squalo Wrote: [\[CITE\]](#) I don't know what is your CPC but since it'll probably go up later, you should try to have an upsell just in case.I do have upsells already in place for many products.

Enzio - March 13, 2018, 2:53 pm

(Mar 13, 2018 02:49 PM)Xeriant Wrote: [\[CITE\]](#) I do have upsells already in place for many products. Well, your AOV(Average Order Value) is pretty low if you have upsells in place.

I assume your main product is a very low-ticket item, then?

Xeriant - March 14, 2018, 7:11 pm

My store has been live for exactly 4 weeks now. Total sales:

Deathy - March 14, 2018, 7:14 pm

(Mar 14, 2018 07:11 PM)Xeriant Wrote: [\[CITE\]](#) My store has been live for exactly 4 weeks now. Total sales:

Insane, brothaaa.

TricaPofa - March 15, 2018, 7:39 am

Good work with your store. I'm still struggling to find the best Instagram influencer.

Xeriant - March 15, 2018, 8:18 am

(Mar 15, 2018 07:39 AM)TricaPofa Wrote: [\[CITE\]](#) Good work with your store. I'm still struggling to find the best Instagram influencer.Using Instagram influencers is something I will need to do in the future. Not something I've really looked into yet.

Petek - March 15, 2018, 9:19 am

I'm jealous.. Lol, I've opened 2 stores and wasted a lot of money on ads and only made bout \$30.00 ??? Great work tho! ? Back to the whiteboard.

?D?vi??c?t?™ - March 15, 2018, 12:54 pm

(Mar 15, 2018 08:18 AM)Xeriant Wrote: [\[CITE\]](#) Using Instagram influencers is something I will need to do in the future. Not something I've really looked into yet.

Howmuch did you invest in ads/marketing?

The Doge of Wall Street - March 15, 2018, 1:19 pm

what is your best advice for people new in dropshipping that want to give it a try

Xeriant - March 15, 2018, 2:08 pm

(Mar 15, 2018 12:54 PM)?D?vi??c?t?™ Wrote: [\[CITE\]](#) Howmuch did you invest in ads/marketing? Varies on the day as I'm always trying new things with different budgets. For my top grossing day, I spent \$167 on Facebook ads to get \$1083 in sales. Generally throughout the weekdays I spend around \$130 on ads for \$500-\$700 in sales.

(Mar 15, 2018 01:19 PM)Duck Signals Wrote: [\[CITE\]](#) what is your best advice for people new in dropshipping that want to give it a tryToo broad for me to really have an answer to this. If you have a question or two you can ask, otherwise all I can say is experiment with your ads and make sure your site is professional.

BeakerShell - March 15, 2018, 10:32 pm

I'm kinda new to this dropshipping/shopify trend lately I saw. If I decided to start earning money using shopify, I only have to worry about traffic/ads and find a good item to sell? For that I meant, I only have to pay for ads / spend times researching the markets.

RAT - March 16, 2018, 7:36 am

Not bad mate. Great job! Ad costs look too high, but in terms of ROI, it still looks fine though.

dayev - March 16, 2018, 8:46 am

That profit looks pretty solid, hope it keeps up!

Xeriant - March 31, 2018, 3:16 pm

Update 3/31/18

Enzio - March 31, 2018, 3:47 pm

(Mar 31, 2018 03:16 PM)Xeriant Wrote: [\[CITE\]](#) Update 3/31/18

Retargeting? LAAs? Custom audience? Are you doing those?

Xeriant - March 31, 2018, 4:05 pm

(Mar 31, 2018 03:47 PM)Squalo Wrote: [\[CITE\]](#) Retargeting? LAAs? Custom audience? Are you doing those?I do retargeting (only recently) and I've used a custom audience since day 1 that I've been tweaking based on conversion rates on Google Analytics. Not sure what LAAs are.

Enzio - March 31, 2018, 4:10 pm

(Mar 31, 2018 04:05 PM)Xeriant Wrote: [\[CITE\]](#) I do retargeting (only recently) and I've used a custom audience since day 1 that I've been tweaking based on conversion rates on Google Analytics. Not sure what LAAs are.

Lookalike Audiences = LAAs.

Also, I told you your conversion rate would decrease. Are you doing upsell/bundles?

Xeriant - March 31, 2018, 4:18 pm

(Mar 31, 2018 04:10 PM)Squalo Wrote: [\[CITE\]](#) Lookalike Audiences = LAAs.

Also, I told you your conversion rate would decrease. Are you doing upsell/bundles?

I've very recently started an aggressive bundling campaign that averages around \$80 an order compared to my normal \$20 order value. This has been working pretty well and I am working currently on scaling it up.

As for lookalike audiences, I haven't had much success with them. So far they've burned through budgets with very low click through rate.

Enzio - March 31, 2018, 4:33 pm

(Mar 31, 2018 04:18 PM)Xeriant Wrote: [\[CITE\]](#) I've very recently started an aggressive bundling campaign that averages around \$80 an order compared to my normal \$20 order value. This has been working pretty well and I am working currently on scaling it up.

As for lookalike audiences, I haven't had much success with them. So far they've burned through budgets with very low click through rate.

Did you try different %?

Xeriant - March 31, 2018, 8:26 pm

(Mar 31, 2018 04:33 PM)Squalo Wrote: [\[CITE\]](#) Did you try different %?

I've tried lookalike audiences for my ATC, website visitors, and purchases @ 1% of the United States Population every time. Never tried a different percent.

Enzio - March 31, 2018, 8:32 pm

(Mar 31, 2018 08:26 PM)Xeriant Wrote: [\[CITE\]](#) I've tried lookalike audiences for my ATC, website visitors, and purchases @ 1% of the United States Population every time. Never tried a different percent.

Well here is your problem. Try different % and different events for your LAAs and different countries.

You can easily make 5k+/day if you do what I just said.

Good luck ? ? ?

Xeriant - April 3, 2018, 1:51 pm

Update 3/31 - 4/3

Booe - April 3, 2018, 3:04 pm

Nice job dude, do the earnings depend on where you live?

Xeriant - April 3, 2018, 3:26 pm

(Apr 3, 2018 03:04 PM)Booe Wrote: [\[CITE\]](#) Nice job dude, do the earnings depend on where you live?I'm sorry, I'm not sure what you mean. I live in the United States if that's what you're asking.

OzzieGirl84 - April 5, 2018, 5:41 pm

Well here is your problem. Try different % and different events for your LAAs and different countries.

You can easily make 5k+/day if you do what I just said.

Good luck

^^ did that work for you Xeriant?

Xeriant - April 8, 2018, 5:50 pm

Pretty good ad performance 4/8/18

Xeriant - April 9, 2018, 8:17 pm

Ad performance for today. 4.47 ROAS for the day as of 10:20 PM.

Enzio - April 9, 2018, 8:21 pm

(Apr 9, 2018 08:17 PM)Xeriant Wrote: [\[CITE\]](#) Ad performance for today. 4.47 ROAS for the day as of 10:20 PM.

If the ad set with 5 sales has an audience of 1m+ duplicate it multiple times with higher budget.

Copywriter - April 9, 2018, 8:24 pm

I wish I was good at advertising, I literally cannot get even 1% worth of CTR.

Someone help...

Meow - April 9, 2018, 8:26 pm

(Apr 9, 2018 08:24 PM)Copywriter Wrote: [\[CITE\]](#) I wish I was good at advertising, I literally cannot get even 1% worth of CTR.

Someone help...

Can you talk about your ad a bit? How does it look like, how much text, what niche (if you don't want to give the product), video or photo ad, etc. It could be a lot of things. ?

Xeriant - April 9, 2018, 8:29 pm

(Apr 9, 2018 08:21 PM)Squalo Wrote: [\[CITE\]](#) If the ad set with 5 sales has an audience of 1m+ duplicate it multiple times with higher budget. The audience is a LAA of 2 million people. Is there a difference to making duplicates of the adset compared to just upping the budget?

Enzio - April 9, 2018, 8:29 pm

(Apr 9, 2018 08:24 PM)Copywriter Wrote: [\[CITE\]](#) I wish I was good at advertising, I literally cannot get even 1% worth of CTR.

Someone help...

Campaign name = product name ??? ??? ???

(Apr 9, 2018 08:29 PM)Xeriant Wrote: [\[CITE\]](#) The audience is a LAA of 2 million people. Is there a difference to making duplicates of the adset compared to just upping the budget?
Too tired to explain why right now.

Is it a US LAA?

Also, is your product based around a niche or is it a general product that anyone can buy?

Xeriant - April 9, 2018, 8:35 pm

(Apr 9, 2018 08:29 PM)Squalo Wrote: [\[CITE\]](#) Too tired to explain why right now.

Is it a US LAA?

Also, is your product based around a niche or is it a general product that anyone can buy? Yes it is a US LAA. The product is a niche product but since its a household goods item anyone could buy it and use it.

Enzio - April 9, 2018, 8:37 pm

(Apr 9, 2018 08:35 PM)Xeriant Wrote: [\[CITE\]](#) Yes it is a US LAA. The product is a niche product but since its a household goods item anyone could buy it and use it.

I was gonna say "PM me your product" so I can see if we can scale for a better ROAS outside of the US but I doubt you'll do that lol.

You said this a LAA, right? Are the ad sets with interests not working anymore? Also, ATC LAA or Purchase?

Xeriant - April 9, 2018, 8:47 pm

(Apr 9, 2018 08:37 PM)Squalo Wrote: [\[CITE\]](#) I was gonna say "PM me your product" so I can see if we can scale for a better ROAS outside of the US but I doubt you'll do that lol.

You said this a LAA, right? Are the ad sets with interests not working anymore? Also, ATC LAA or Purchase? I already have ad sets for Europe (7 countries) that are doing pretty well. They didn't

deliver very much today because I recently set bid caps so I didn't get many impressions on some of them. Most of my active LAAs are Purchase LAAs, but I have tested ATC and Top 5/10/25%. I don't do any interest based ads as they weren't performing anywhere near as well as the LAAs.

(Apr 9, 2018 08:26 PM)Meow? Wrote: [\[CITE\]](#) Can you talk about your ad a bit? How does it look like, how much text, what niche (if you don't want to give the product), video or photo ad, etc. It could be a lot of things. ?Not sure if you're asking me or him lol.

Enzio - April 9, 2018, 8:50 pm

(Apr 9, 2018 08:47 PM)Xeriant Wrote: [\[CITE\]](#) I already have ad sets for Europe(7 countries) that are doing pretty well. They didn't deliver very much today because I recently set bid caps so I didn't get many impressions on some of them. Most of my active LAAs are Purchase LAAs, but I have tested ATC and Top 5/10/25%. I don't do any interest based ads as they weren't performing anywhere near as well as the LAAs.

I see. Well, you seem to be doing pretty well. Knowing all that, you could be making way more money right now.

Don't be afraid to test more LAAs for different events and different countries as well.

I don't know if and how you are retargeting but make sure that if you do it, do it properly to bring it a maximum of sales.

Indecisive enough - April 9, 2018, 8:52 pm

Squalo my guy tell me you done 7 figures on facebook at least.

hit me up on Skype sometimes ill show you my 7 figure ad accounts.

Enzio - April 9, 2018, 8:54 pm

(Apr 9, 2018 08:52 PM)Indecisive enough Wrote: [\[CITE\]](#) Squalo my guy tell me you done 7 figures on facebook at least.

hit me up on Skype sometimes ill show you my 7 figure ad accounts.

My best day was \$75/day. Can't relate to that 7 figure shit.

.Reef - April 9, 2018, 9:03 pm

I got perma banned from ads on facebook a few years back due to promoting like CPA bullshit. Is there any workaround or just make a new facebook and age it?

Enzio - April 9, 2018, 9:05 pm

(Apr 9, 2018 09:03 PM).Reef Wrote: [\[CITE\]](#) I got perma banned from ads on facebook a few years back due to promoting like CPA bullshit. Is there any workaround or just make a new facebook and age it?

Buy a facebook account from someone here and start advertising on it.

Make sure you use a new credit card/PayPal and not the same you used when you got banned.

I've bought a few FB accounts from users here just in case some BS like that happen.

Copywriter - April 9, 2018, 9:20 pm

(Apr 9, 2018 08:26 PM)Meow? Wrote: [\[CITE\]](#) Can you talk about your ad a bit? How does it look like, how much text, what niche (if you don't want to give the product), video or photo ad, etc. It could be a lot of things. ?

(Apr 9, 2018 08:29 PM)Squalo Wrote: [\[CITE\]](#) Campaign name = product name ??? ??? ???
[\(Click to View\)](#)

Might honestly change my entire niche to knives or something like cooking utensils.

(Apr 9, 2018 08:54 PM)Squalo Wrote: [\[CITE\]](#) My best day was \$75/day. Can't relate to that 7 figure shit.

Why don't you deploy the tactics you give your customers?

I wouldn't be surprised if you were making 10k a day.

Enzio - April 9, 2018, 9:26 pm

(Apr 9, 2018 09:20 PM)Copywriter Wrote: [\[CITE\]](#) Spoiler [\(Click to View\)](#)

Might honestly change my entire niche to knives or something like cooking utensils.

Why don't you deploy the tactics you give your customers?

I wouldn't be surprised if you were making 10k a day.

You think if my best really was \$75/day I could have clients ? ?

My best day was \$20/day bro.

Copywriter - April 9, 2018, 9:27 pm

(Apr 9, 2018 09:26 PM)Squalo Wrote: [\[CITE\]](#) You think if my best really was \$75/day I could have clients ? ?

My best day was \$20/day bro.

Damn, I wish I could have 20\$ a day. Better than nothing.

Enzio - April 9, 2018, 9:29 pm

(Apr 9, 2018 09:27 PM)Copywriter Wrote: [\[CITE\]](#) Damn, I wish I could have 20\$ a day. Better than nothing.

PM OP(Xeriant). He will help you. Prinky promise.

Copywriter - April 9, 2018, 9:40 pm

(Apr 9, 2018 09:29 PM)Squalo Wrote: [\[CITE\]](#) PM OP(Xeriant). He will help you. Prinky promise.
You pinky promised, so I did it. ?

Xeriant - April 9, 2018, 9:54 pm

(Apr 9, 2018 09:29 PM)Squalo Wrote: [\[CITE\]](#) PM OP(Xeriant). He will help you. Prinky promise. (Apr 9, 2018 09:40 PM)Copywriter Wrote: [\[CITE\]](#) You pinky promised, so I did it. ?Replied to the PM, but I'm not really into answering a bunch of questions. Sorry.

Francis Gallagher - April 9, 2018, 9:58 pm

I've failed twice at Shopify. Congrats on the success fam.

Xeriant - April 9, 2018, 10:01 pm

Here is the ad performance for month to date

Meow - April 9, 2018, 10:05 pm

(Apr 9, 2018 09:20 PM)Copywriter Wrote: [\[CITE\]](#) Spoiler [\(Click to View\)](#)

Might honestly change my entire niche to knives or something like cooking utensils.

Why don't you deploy the tactics you give your customers?

I wouldn't be surprised if you were making 10k a day.

Uh, I can see that age is 16-65+

Do you think a 15 year old is going to go ahead and buy your product? If I were you i'd change that to 21-45 or something like that.

I assume "adidog" is something like adidas but instead of 3 stripes it's 3 bones or whatever, why don't you target people who like both adidas (brand) and dogs (whatever, dog owners, they like dog sites, etc).

I'm by no means Shopify expert but did you ask yourself, would I buy this for my dog? I think you need to change the niche, dog, cat, nurse, firefighter, skull, are all very saturated unless you're bringing something unique to the market. And I don't think adidog is unique, at least not by my standards ?

Try to target people who like adidas as well as dog owners/lovers, that's what I'd do.

As for the ad, maybe use some emojis & add some lowkey scarcity, something like Limited time offer, 50% off & free shipping for the next 50 customers

(Apr 9, 2018 08:47 PM)Xeriant Wrote: [\[CITE\]](#) I already have ad sets for Europe(7 countries) that are doing pretty well. They didn't deliver very much today because I recently set bid caps so I didn't get many impressions on some of them. Most of my active LAAs are Purchase LAAs, but I have tested ATC and Top 5/10/25%. I don't do any interest based ads as they weren't performing anywhere near as well as the LAAs.

Not sure if you're asking me or him lol.

I was asking him, sorry.