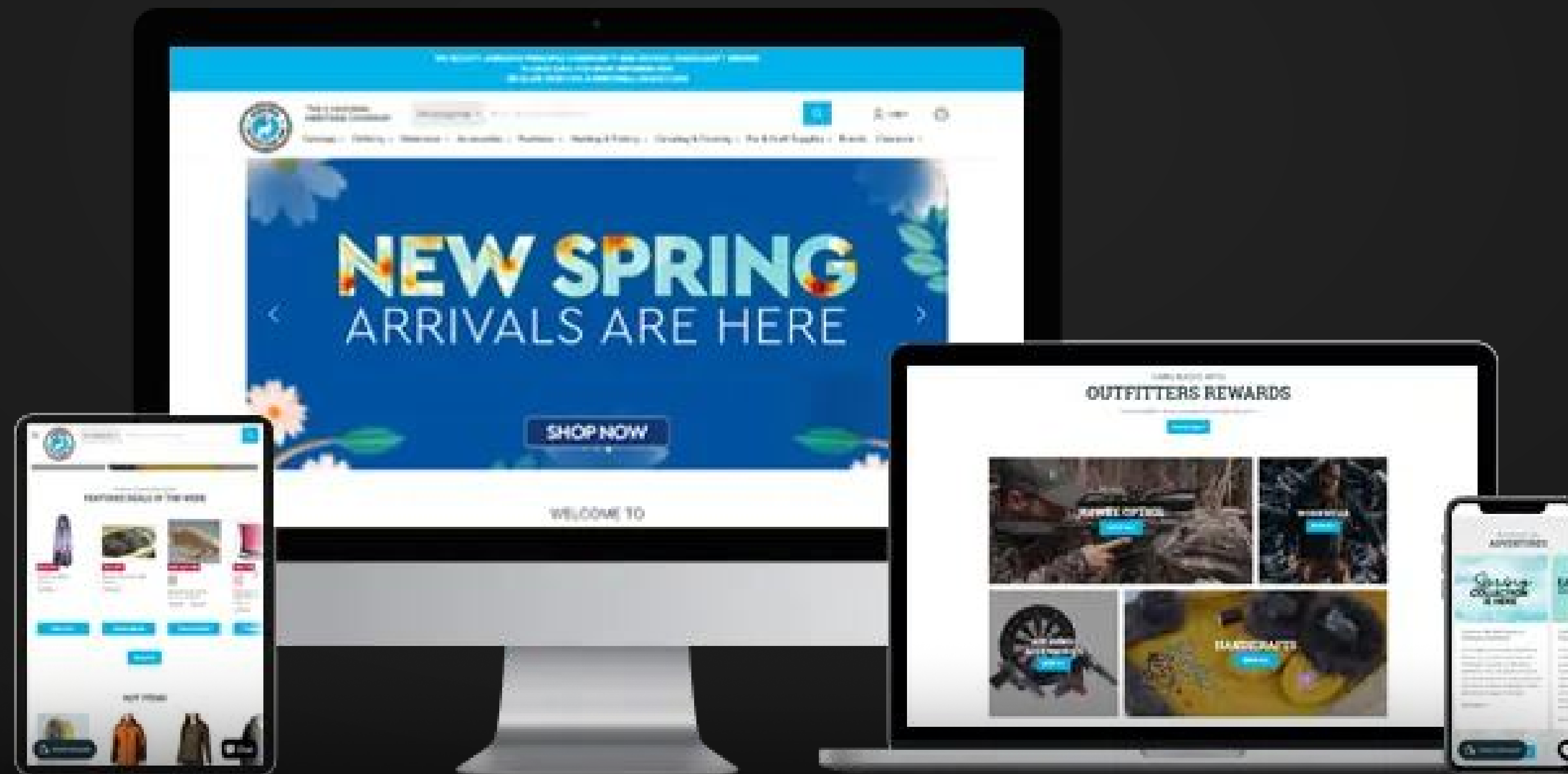


CASE STUDY

WINNIPEG OUTFITTERS

August - December 2023



Objective

The objective of this case study is to provide a comprehensive summary of the marketing deliverables, expenses, and return on investment (ROI) for Winnipeg Outfitters from August to December 2023.



Marketing Deliverables & Expenses

Deliverables

- ▶ **Google Ads**
 - Management and creative services
- ▶ **Meta (Facebook) Ads**
 - Management and creative services
- ▶ **Email Marketing**
 - Creation of responsive email templates
 - Implementation of automated email flows (4 core flows)
 - Execution of six email campaigns

Costs

- ▶ **Total Marketing Deliverables & Ad Spend**
\$55,018.77
- ▶ **Paid Invoices to Out Origin**
\$27,850.17
- ▶ **Ad Spend Breakdown**
 - Facebook **\$4,287.75**
 - Google **\$22,880.85**

Revenue from Marketing Channels

Total Conversion Value (Revenue)

\$438,683.79

Revenue Breakdown

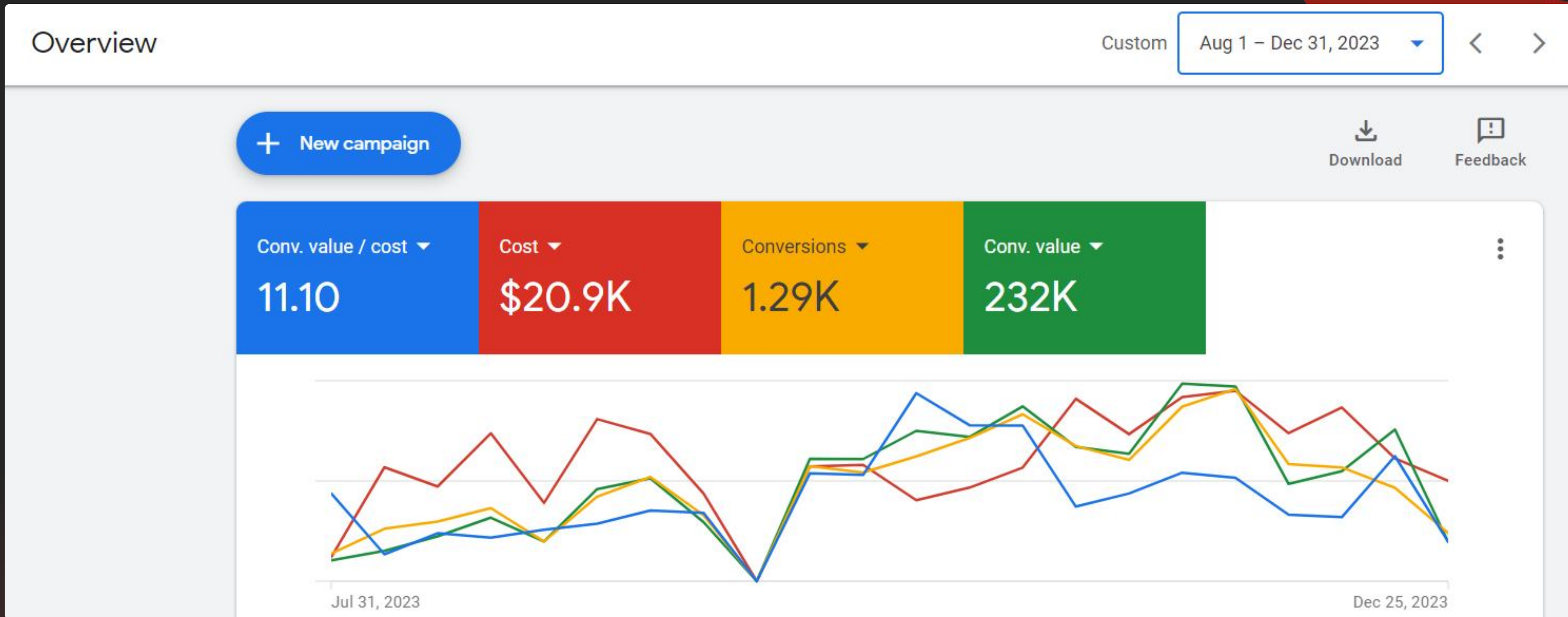
► **Email Marketing**

- Total Revenue from Email **\$160,000.27**
- From Email Campaigns **\$105,838.05**
- From Email Flows **\$54,162.12**



► Paid Advertising Campaigns **\$279,302.01**

- Google Ads **\$232,969.39**



- Facebook Ads **\$46,332.62**

Facebook Ads Manager interface for 'Winnipeg Outfitters 1.0 (16945086044...)'

Updated just now | Discard Drafts | Review and publish

Search and filter | 1 Aug 2023 - 31 Dec 2023

View: Campaigns | Ad sets | Ads

Buttons: + Create, Edit, A/B test, Rules, View Setup, Columns: Custom, Breakdown, Reports, Export

Off/On	Campaign	Website purchases conversion value	Purchases	Website purchases	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on...)	Amount spent	Cost per result
<input type="checkbox"/>	Retargeting PUR 00 Add to cart	\$0.00	-	-	-	-	\$0.00	- Per purchase
<input type="checkbox"/>	Retargeting PUR 00 Page views	\$0.00	-	-	-	-	\$0.00	- Per purchase
<input type="checkbox"/>	Video Testing	\$6,079.85 [2]	17 [2]	17 [2]	21.60 [2]	21.60 [2]	\$281.44	\$16.56 [2] Per purchase
<input type="checkbox"/>	Fxr Sale Campaign	\$0.00	-	-	-	-	\$4.54	- Per purchase
<input type="checkbox"/>	Purchase (Pixel Warm)	\$0.00	-	-	-	-	\$70.59	- Per purchase
Results from 5 campaigns		\$6,079.85 [2]	17 [2]	17 [2]	17.05 [2]	17.05 [2]	\$356.57	\$20.97 [2]

Campaigns

Search and filter 1 Aug 2023 - 31 Dec 2023

Campaigns | Ad sets | Ads

[+ Create](#) | [Edit](#) | [A/B test](#) | [Rules](#) | [View Setup](#) | [Columns: Custom](#) | [Breakdown](#) | [Reports](#) | [Export](#)

<input type="checkbox"/>	Off/On	Campaign	Website purchases conversion value	Purchases	Website purchases	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on...)	Amount spent	Cost per result
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Pakra Fur 15% off	\$4,933.71 ^[2]	18 ^[2]	18 ^[2]	9.93 ^[2]	9.93 ^[2]	\$496.72	\$27.60 ^[2] Per purchase
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Video Creatives – Copy	\$11,426.91 ^[2]	27 ^[2]	27 ^[2]	14.08 ^[2]	14.08 ^[2]	\$811.34	\$30.05 ^[2] Per purchase
<input type="checkbox"/>	<input type="checkbox"/>	Christmas gift card sale	\$5,457.18 ^[2]	16 ^[2]	16 ^[2]	7.45 ^[2]	7.45 ^[2]	\$732.89	\$45.81 ^[2] Per purchase
<input type="checkbox"/>	<input type="checkbox"/>	Retargeting PUR OO	\$6,173.56 ^[2]	21 ^[2]	21 ^[2]	8.72 ^[2]	8.72 ^[2]	\$707.87	\$33.71 ^[2] Per purchase
<input type="checkbox"/>	<input type="checkbox"/>	Striker Jackets	\$144.49 ^[2]	1 ^[2]	1 ^[2]	2.76 ^[2]	2.76 ^[2]	\$52.26	\$52.26 ^[2] Per purchase
<input type="checkbox"/>	<input type="checkbox"/>	Children's Outerwear up to 50% OFF	\$3,727.85 ^[2]	8 ^[2]	8 ^[2]	15.33 ^[2]	15.33 ^[2]	\$243.24	\$30.41 ^[2] Per purchase
<input type="checkbox"/>	<input type="checkbox"/>	Blow out sale 30%	\$2,232.00 ^[2]	10 ^[2]	10 ^[2]	8.50 ^[2]	8.50 ^[2]	\$262.54	\$26.25 ^[2] Per purchase
<input type="checkbox"/>	<input type="checkbox"/>	Advantage+ shopping campaign Handicrafts C...	\$0.00	–	–	–	–	\$38.18	– Per purchase
<input type="checkbox"/>	<input type="checkbox"/>	FUR OO 15%	\$2,616.25 ^[2]	8 ^[2]	8 ^[2]	11.79 ^[2]	11.79 ^[2]	\$221.94	\$27.74 ^[2] Per purchase
Results from 13 campaigns ⓘ Excludes deleted items			\$40,799.21 ^[2] Total	127 ^[2] Total	127 ^[2] Total	10.38 ^[2] Average	10.38 ^[2] Average	\$3,931.18 Total Spent	–

Campaigns

Winnipeg Outfitters 1.0 (16945086044...)

Updated just now

Discard Drafts Review and publish

Search and filter

1 Aug 2023 - 31 Dec 2023

Campaigns Ad sets Ads

+ Create Edit A/B test Rules View Setup Columns: Custom Breakdown Reports Export

Off/On	Campaign	Website purchases conversion value	Purchases	Website purchases	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on...)	Amount spent	Cost per result
<input type="checkbox"/>	Retargeting PUR 00 Add to cart	\$0.00	—	—	—	—	\$0.00	— Per purchase
<input type="checkbox"/>	Retargeting PUR 00 Page views	\$0.00	—	—	—	—	\$0.00	— Per purchase
<input type="checkbox"/>	Video Testing	\$6,079.85 ^[2]	17 ^[2]	17 ^[2]	21.60 ^[2]	21.60 ^[2]	\$281.44	\$16.56 ^[2] Per purchase
<input type="checkbox"/>	Fxr Sale Campaign	\$0.00	—	—	—	—	\$4.54	— Per purchase
<input type="checkbox"/>	Purchase (Pixel Warm)	\$0.00	—	—	—	—	\$70.59	— Per purchase
Results from 5 campaigns ⓘ Excludes deleted items		\$6,079.85 ^[2] Total	17 ^[2] Total	17 ^[2] Total	17.05 ^[2] Average	17.05 ^[2] Average	\$356.57 Total Spent	\$20.97 ^[2] Per purchase

Email Marketing Objectives & Results

Core Email Flows

- ▶ **Welcome Series**
 - 3 emails
- ▶ **Browse Abandoned**
 - 3 emails
- ▶ **Active On-Site**
 - 3 emails
- ▶ **Checkout Abandoned Cart**
 - 3 emails

6 Email Campaigns

- ▶ **Sale Awareness Emails**
 - 2 emails
- ▶ **Sale Reminder Emails**
 - 2 emails
- ▶ **Sale Last Call Emails**
 - 2 emails

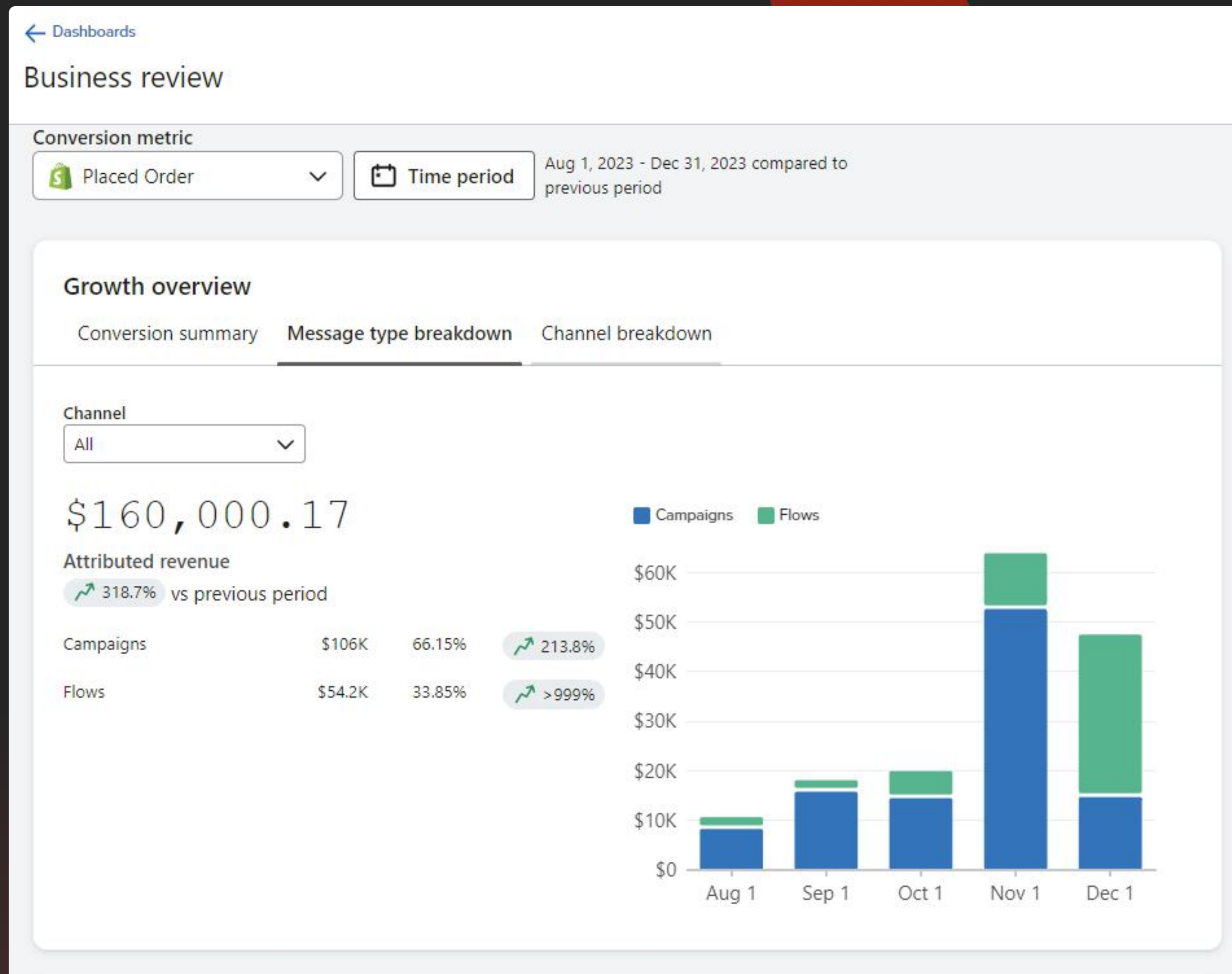
Klaviyo Plan Cost **\$735.00**

Email Marketing Performance

► Total Revenue from Email

\$160,000.27

- Revenue from Campaigns \$105,838.05
- Revenue from Flows \$54,162.12



Summary of Financials

Marketing Expenses

- ▶ Total Ad Spend (Google & FB) + Out Origin Fees **\$55,018.77**
- ▶ Ad Spend
 - Facebook \$4,287.75
 - Google \$22,880.85

Marketing Attributed Revenue

- ▶ Total Conversion Value **\$438,683.79**

Return on Ad Spend (ROAS)

- ▶ ROAS **8x**

Note

The 8x ROAS calculation does not include organic or direct Shopify sales, which further underscores the effectiveness of the marketing efforts.

Conclusion

From August to December 2023, Winnipeg Outfitters invested **\$55,018.77** in marketing expenses, which includes ad spend and payments to Out Origin. This investment resulted in a significant return, generating a total conversion value of **\$438,683.79**, yielding an impressive **ROAS of 8x**. This detailed breakdown shows that both email marketing and paid advertising played crucial roles in driving sales, with email campaigns and flows collectively contributing **\$160,000.27** to the total revenue.

The strategic management and creative execution of Google and Meta ads, combined with a robust email marketing strategy, have proven to be highly effective for Winnipeg Outfitters, driving substantial revenue and achieving a strong ROI during this period.

[Get Started](#)

