



Metrics + Educated Decisions + O4S Talent = **Results**

B Chic Fashions



1028% ROI From Google Ads in
Less Than 90 Days



5322% ROI From Facebook Ads
in Less Than 90 Days



Average CPC - \$0.22



Average CTR - 6.6%



Service: Paid Social/Search



Industry: Fashion

About the Business

B Chic Fashions sells special occasion dresses that make heads turn. They have an online and brick and mortar store.

Issues

Google & Facebook Account were not setup properly and not optimized. Previous agency was a set it and forget it operation. Google Analytics and Conversion tracking was not hooked up properly and there was no meaningful way to measure the data.



Solutions



Fixed Google
Analytics



Fixed Facebook
Pixel



Optimize Google
Ads Account



Optimize
Facebook Ads
Account

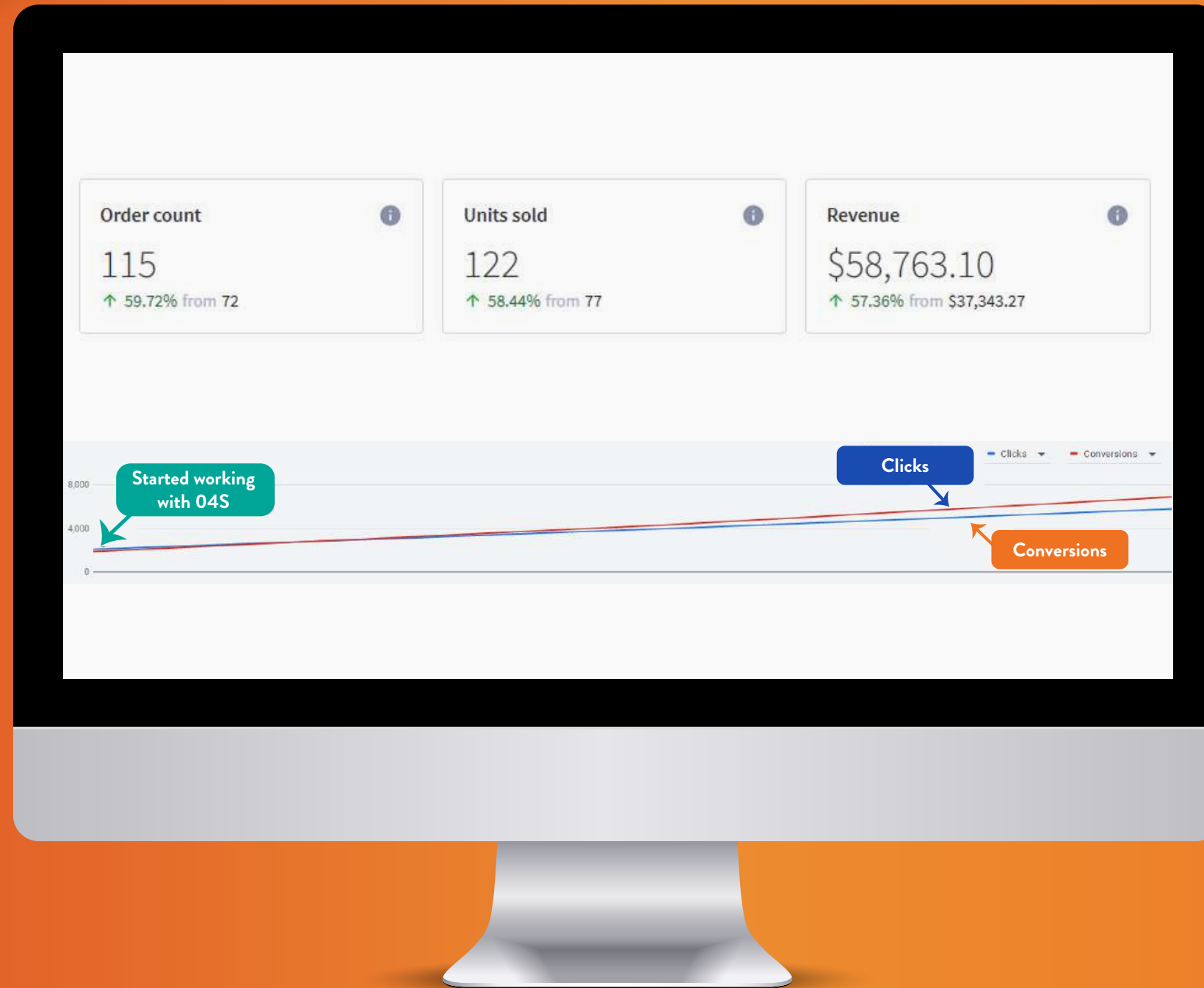


Launched Google
Shopping



Implemented
Retargeting
Strategies

Solutions



<https://optimize4success.com>