



# Generating Impressive ROAS with a B2B Meta Advertising Campaign

One of our clients has a simple but effective business model. They sell high-quality furniture to other businesses. Their products are priced competitively, and orders ship fast.

It's a simple but effective model. Businesses need seating and other furniture and sometimes they need it fast. This company gives them that, plus low prices.

That's the product, price, and place of marketing – but not the promotion.

That requires the insight of an [eCommerce consultant](#), which is precisely what we offered.

## Meta with B2B Angle: The Lens of eCommerce Consulting

Much like their business model, this particular client had simple goals: a strategic approach to advertising that would produce results.

Simple enough, right? Generate a return on investment. That's easier said than done in digital marketing, though.

They partnered with our eCommerce consultants to investigate the potential avenues.

What we settled on was a targeted approach for [Meta advertising](#). Chiefly, we came up with this not through conjecture but with a heavy dose of competitor research. Not to drop any names, but our analysts determined that this client's big competitors were selling [B2B furniture](#), successfully – on Meta.



Now, it might sound to unseasoned ears that Meta is better suited for B2C advertising, but that's not a universal truth.

Meta can be an effective channel for reaching consumers but with the right targeting and messaging, it's not out of the realm of possibility to reach businesses with the right needs, either.

That, and some eCommerce expertise. Here's what we accomplished.

## It's All About Targeting

A huge part of the reason our eCommerce experts recommended Meta advertising to meet this client's business goals comes down not only to the fact that we saw competitors doing the same, but to the level of targeting you can exercise on Meta.

Think about this: using Meta Ads Manager, you can target users according to interest, behavior, age, location in the country, and other demographic factors. That gives you precise control over how you spend your ad dollars.

You don't want to pitch ads to unqualified leads, and neither do we. But Meta Ads Manager let us take the targeting a layer deeper.

Using it, we were able to successfully target business owners that also met this client's other qualifiers for buyer persona, allowing us to pitch ads only to highly qualified leads.

This extremely granular level of targeting has been one of the keys to the overwhelming success of the campaign so far - but it is not the only secret.

## Actually, Meta Advertising Is About Messaging, Too

While targeting has proven critical to the success of this B2B Meta campaign, another aspect of it is messaging.

So we can get in front of our audience, but what do we want to say? What do we want to show?



High-quality product imagery, specific product imagery, not just stock photography, is of course, a must. These business owners know what they want. They want high-quality, durable furniture.

In a way, that made things easy for our project managers. The verbal aspect of the messaging was more of a challenge, but our strategy-minded content creators peeled back the layers to come up with winners.

The solution was actually simple enough. We just drove home the core value propositions for this client: high-quality, able to withstand a lot of traffic and hard use, easy to maintain, and available in a lot of different styles to suit many different businesses.

And, of course, fast shipping and no-nonsense, low prices.

These are this client's core competencies, and they're the bits of data that close sales. A business owner can buy furniture anywhere, but can he or she get it anywhere, fast, and at low prices?

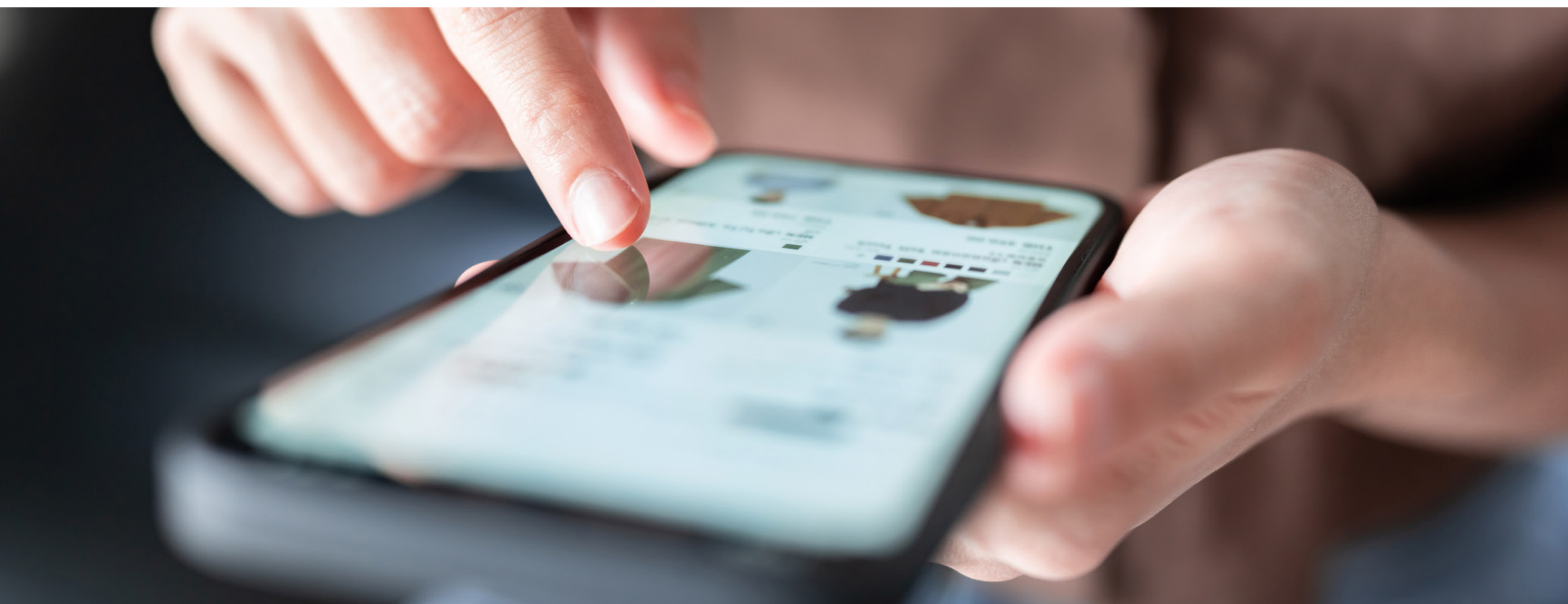
Our thought was no, and the results corroborate that (very well-informed) hunch.

## The Proof Is in the Pudding of Meta Advertising

After coming up with a strategy for Meta advertising that hinged on targeting qualified business owners with attractive messaging revolving around this client's most important core-competencies, the next step was putting it all into practice.

As they say, the proof is in the results, and this campaign is no exception - although, ironically, it is an exception to the rule. Here's performance in the first month of the campaign:

Purchase ROAS (return on ad spend)
—
6.39 <sup> 2 </sup>
—
2.17 <sup> 2 </sup> Average





And here's performance through the second month of the campaign, after we had continued making optimizations to maximize ROAS:

Purchase ROAS (return on ad spend) ▼
25.17 <sup> 2 </sup>
45.29 <sup> 2 </sup>
39.22 <sup> 2 </sup>
38.71 <sup> 2 </sup>
Average

As you can see, the ROAS on this campaign was enormous. It's hard to draw averages about Meta advertising because it really depends on the business, what it sells, what its expenses and profitability metrics are, and so on and so forth.

Still, no matter what your yardstick is, this campaign blew averages out of the water. Most sources (or even eCommerce experts) will tell you that average ROAS figures (for most eCommerce businesses) are somewhere around 2 to 4, meaning that for every dollar you put into the campaign, you get 2 to 4 back.

An ROAS of higher than four is considered very good, and anything above 5 is, well, much better than that.

This campaign's ROAS exhibited nearly unbelievable metrics, with an average overall ROAS of around 20, which at certain points rose above 38.

Those figures are, to put it lightly, impressive.



# B2B eCommerce Strategy and Consulting, Custom-Tailored for Your Model

For anyone reading this that runs eCommerce operations for a B2B company, if you've ever struggled with digital marketing (or just advertising) before, there is hope.

It starts with a vision, and that's where the value of experience comes in. Get in touch with our eCommerce consulting experts and let us know what your plans are, what your challenges have been, and what goals you'd like to see fulfilled. We'll see if we can create a custom solution for you just as we did for this client.



## Considering Our Social Media Services?

As an eCommerce Social Media Company, we understand that social media marketing is a crucial aspect of a successful eCommerce digital marketing strategy. In today's competitive online landscape, every business requires a robust social media presence to stay ahead. Consistent posting, platform performance monitoring, and user engagement are vital for brand management, customer satisfaction, and sparking interest in your products and services.

1Digital® Agency's expertise as an eCommerce Social Media Marketing Agency ensures your business builds stronger connections with your followers while positioning your brand as an industry authority. Our meticulously crafted campaigns will enhance your brand visibility, foster increased engagement, and establish a unified online presence for your business.

1Digital® forms a strategic partnership with you to create a tailor-made social media campaign that accounts for your unique business goals, delivering the best results possible.

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