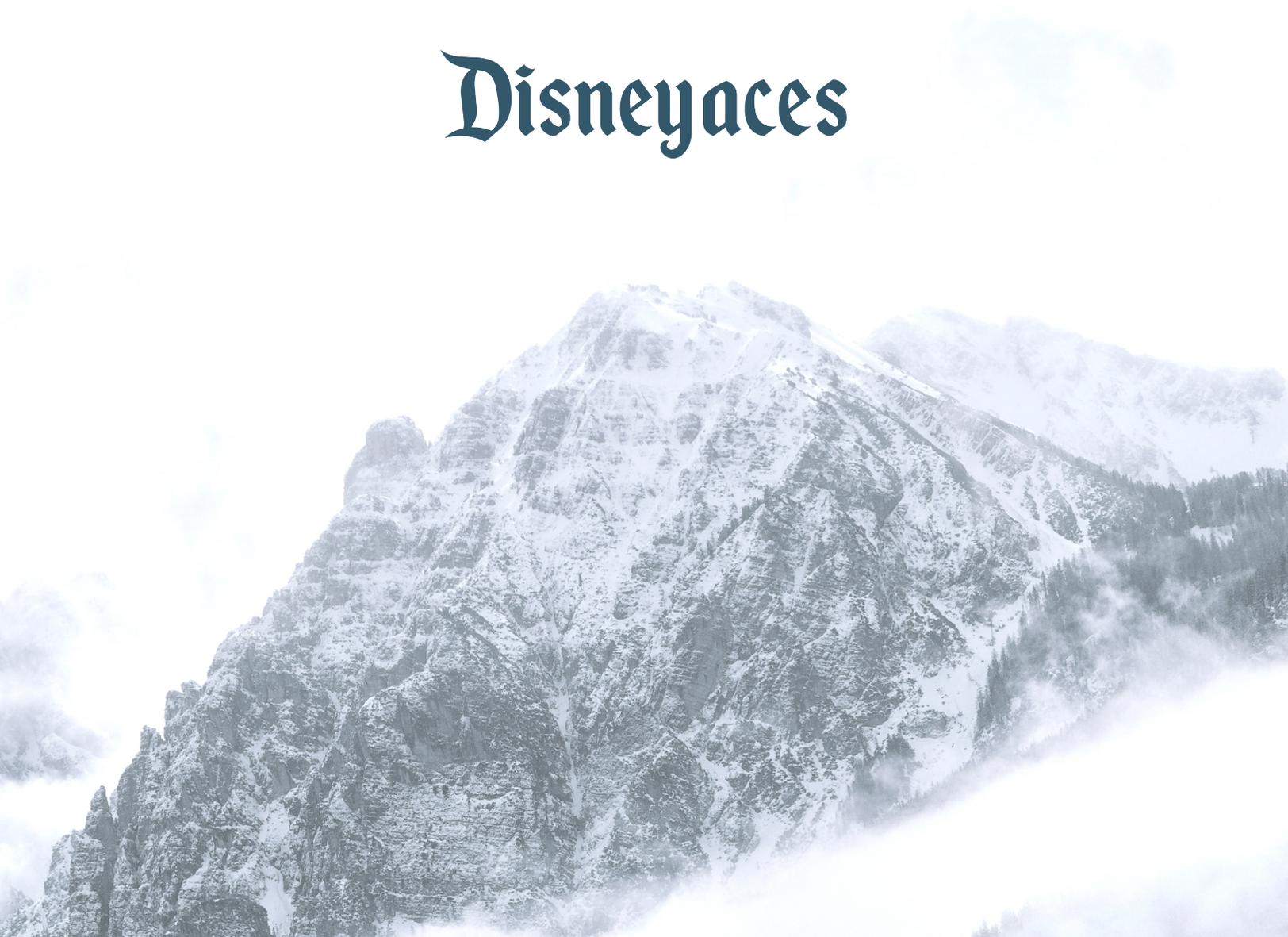


**S O U L H E A R T**

Case Study | Disneyaces

# Disneyaces



## DISNEYACES WANTED TO START RUNNING FACEBOOK ADS.

Successful e-commerce company, Disneyaces, was looking for help launching their fall line. Up to this point, they had experienced growth and positive momentum from organic social, but they had never run Facebook ads. They were looking for a campaign that would increase revenue and result in a positive return on ads spend (ROAS). Disneyaces was concerned with properly tracking revenue from their ads to get the most from their ads spend. Enter, Soulheart.

### GOALS

- ▶ Facebook ads campaign to **increase revenue** for fall products
- ▶ Maintain **positive ROAS** and stay in budget

### CHALLENGES

- ▶ Finding the **right audience** for Disneyaces products
- ▶ **Tracking revenue** within ads manager



Disneyaces





## **SOULHEART CREATED A SUCCESSFUL CAMPAIGN THAT YIELDED 3X ROAS.**

Because they already had a strong organic presence, we knew this would have a positive impact on their Facebook ads campaign. However, we still needed to hone in on the best possible target audience for their product. With the ads tools in Disneyaces' HubSpot account, we were able to create custom and lookalike audiences from their current customers. We then paired that with detailed targeting to allow Facebook to serve up ads to the best users. We also worked with Disneyaces to create ads creative and copy that would appeal to their niche. From there, it was a matter of keeping the Cost Per Result down and the campaign more than paid for itself.

# 01

We crafted the perfect audience most likely to buy.

# 02

We tested different creative approaches in ads.

# 03

We monitored and optimized throughout to get the best results.



Disneyaces

## RESULTS

- Campaign yielded **66,939 impressions**
- Cost per Click of **\$0.14**
- Return on ads spend was **3x** on the best week of the campaign
- Overall **2.6x ROAS**

## NOW DISNEYACES HAS A CLEAR ROADMAP FOR FUTURE CAMPAIGNS, AND THE SUPPORT THEY NEED TO GROW.

Soulheart was able to deliver a **highly successful Facebook ads campaign** that helped Disneyaces launch their fall products in a huge way!

*Soulheart founder Josh Brown on*  
**DISNEYACES**

We are continuing to fund ads and help with promotional giveaways to help this brand skyrocket. Disneyaces is a valued partner and we love helping our partners get the best results!

“



| **Disneyaces**

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S O U L H E A R T

THE SEARCH IS OVER.