Techies India Inc.

Media Buying for Saddleman

How Techies India Inc. took over the Facebook ads of an eCommerce brand struggling to produce consistent sales to deliver a **10x ROAS** continuously for 12 months.
I just did some analysis on FB sales vs spend and I am very happy with the results! I think your team is doing an amazing job! There is a positive impact on every parameter I check: reduced acquisition cost, increased reach and increased revenue. The ROAS delivered for my business is something to applaud. I am extremely impressed and highly recommend Techies India Inc.

Tal Mamo
Saddleman Founder
Results In Just 6 Months

- $360,000 Revenue Generated
- 10x Return on Ad Spend
- 48% Reduction in CPA
Results In Just 6 Months

- **27%** Increase in Conversion Rate
- **2.45%** Click Through Rate
- **43,095** Link Clicks
Background

Established 40 years ago, Saddleman manufactures a diverse range of car and truck seat covers in the United States. Working with Techies previously on their Magento site and SEO, they were eager to start work on another facet of their business - Facebook ads. After little success trying to run ads themselves, they hired Techies for increased traffic, lower CPAs, and higher sales.

Challenge

Saddleman was unable to achieve consistent, positive ROAS on previous Facebook campaigns. They hired Techies to generate sustainable revenue and returns, and then scale accordingly - managing the escalating cost per acquisition and achieve the desired sales.
Our Three Major Goals

- Increase Revenue
- Manage Cost Per Acquisition
- Generate Consistent Return on Ad Spend
# Key Purchase Functionalities Added

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<tbody>
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<td><strong>1</strong></td>
<td>Build customer personas &amp; test interests based on detailed avatar mapping for better targeting</td>
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<td><strong>2</strong></td>
<td>A/B test a mix of traffic &amp; conversion objectives for optimum retargeting</td>
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<td><strong>3</strong></td>
<td>A/B test a mix of copy &amp; creatives to appeal to different stages of the marketing funnel</td>
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<td><strong>4</strong></td>
<td>Make incremental increase in the budget to control the cost of acquisition</td>
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Reduced Cost per Acquisition in 6 Months

$48 $25
Increased Conversion Rate in 6 Months

- Month 0: 8.23%
- Month 1: 8.71%
- Month 2: 8.56%
- Month 3: 14%
- Month 4: 17.89%
- Month 5: 22.56%
- Month 6: 39.01%
Increase in People Reached in 6 Months

Month 0: 15,647
Month 6: 90,298
Meet the Team

Indransh Gupta
Certified Facebook Expert

Rajan Vatsya
Certified Facebook Expert
About Techies

You deserve *more* from your digital team.
Techies elevates your digital presence and productivity for more profit.
We provide: High quality. Quick action. Consistent follow-through.
We value: Transparency. Honesty. Trust.

We don’t stop at development. *We are growth catalysts.*
Good enough isn’t good enough. Excellence is our standard.
We help you define your vision, exceed your goals, and capitalize on your momentum.
From custom eCommerce development to exponential ROAS,
we deliver results that excite.
Every time.
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