



**Website:** - <https://www.legear.com.au/>

**Industry:** - Armed Forces Gear/Products

**City/State/Country:** -Australia

**Monthly Budget:** -\$1000/M (its depends upon how much we converting sales)



Result	Reach	Impre	Cost per result	Amount spent	Click (all)	CPC (all)	CTR (all)	Conversion value	Web conversions	Cost per website conversion	Website purchase ROAS
139 Purchases	37,610	483,282	\$18.81 Per Purc...	\$2,614.10	7,175	\$0.36	1.48%	\$1,975,265...	35,056	\$0.07	8.33
97 Purchases	38,984	307,675	\$22.56 Per Purc...	\$2,188.61	9,884	\$0.22	3.21%	\$1,312,541...	23,598	\$0.09	7.43
54 Purchases	30,718	149,231	\$13.36 Per Purc...	\$721.25	3,115	\$0.23	2.09%	\$636,066.65	11,971	\$0.06	13.82
51 Purchases	30,031	157,118	\$23.53 Per Purc...	\$1,199.83	2,423	\$0.50	1.54%	\$565,667.36	10,999	\$0.11	6.31
16 Purchases	25,040	61,711	\$23.75 Per Purc...	\$380.00	1,455	\$0.26	2.36%	\$321,346.83	4,536	\$0.08	7.27
13 Purchases	11,599	31,242	\$13.34 Per Purc...	\$173.46	418	\$0.41	1.34%	\$122,839.70	2,439	\$0.07	11.17
—	336,522 People	2,037,799 Total	—	\$8,875.72 Total Spent	30,385 Total	\$0.29 Per Click	1.49% Per Imp...	\$5,665,815... Total	106,356 Total	\$0.08 Per Action	7.44 Average

1. Low volume of Conversions.
2. Clicks were low.
3. CTR were low.
4. Conversion Value was low.

**Achievements – ROI/Clicks/Sales/Spend reduction or anything else you can think of.**

Result	Reac	Imp	Cost per result	Amount spent	Clicks (a)	CP (al)	CT (a)	Conversion	Web conversions	Cost web: convers	Webs purcha RO.
354 Purchases	46,775	633,482	\$13.40 Per Purchase	\$4,742.05	11,748	\$0.40	1.85%	\$3,813,279...	65,947	\$0.07	10.64
107 Purchases	37,854	269,592	\$15.32 Per Purchase	\$1,638.92	4,166	\$0.39	1.55%	\$801,543.40	23,836	\$0.07	8.17
73 Purchases	94,896	319,165	\$32.83 Per Purchase	\$2,396.62	8,807	\$0.27	2.76%	\$848,410.10	15,746	\$0.15	4.68
62 Purchases	23,666	162,736	\$16.97 Per Purchase	\$1,052.06	2,353	\$0.45	1.45%	\$662,259.38	13,168	\$0.08	8.31
26 Purchases	14,744	29,434	\$11.00 Per Purchase	\$286.02	482	\$0.59	1.64%	\$158,035.43	2,827	\$0.10	11.75
—	185,267 People	1,711,...	—	\$12,572.26 Total Spent	32,435 Total	\$0.39 Per Click	1.90% Per I...	\$7,100,600... Total	137,719 Total	\$0.09 Per Action	7.57 Average


- 1) Conversion Increased: 42.12%
- 2) Click Increased by : 25.28%
- 3) CTR increased by : 0.41%
- 4) Conversion Value increased by 20.20%

## Currently Running Ad:-

**LEGear Australia**  
Sponsored (demo) · 🌐

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Did you know? We're the leading supplier of the Law Enforcement, Military, Public Safety, Hunting and Outdoor products in Australia and New Zealand. It has built a reputation on providing the highest quality products, offering exceptional service and on time delivery since 1999.




The image displays a variety of tactical gear. In the center, there are several pens and pencils, some with blue accents and the brand name 'Black Diamond' visible. To the left, there's a blue bag with '06' printed on it. To the right, there's a blue lanyard and a pair of orange-handled pliers.

Suggested Post

**LEGear Australia**  
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Did you know? We're the leading supplier of the Law Enforcement, Military, Public Safety, Hunting and Outdoor products in Australia and New Zealand. It has built a reputation on providing the highest quality products, offering exceptional service and on time delivery since 1999.



The image shows a pair of tan, high-top tactical boots with laces. One boot is shown from the side, and the other is shown from the bottom, highlighting the tread pattern of the sole.

Shop Now

Shop Now

# Observations and Changes:

- Specific strategies have been drafted to maximize the brand of the client on Facebook
- We have done Optimizations on the basis of Devices, Age, Sex, Location etc
- Shopping campaigns are being created to take the project to the next level
- New strategies are being used to get high quality traffic to the campaigns and that means more sales
- On the basis of data moving forward, we will optimize the campaigns to further reduce the cost per conversion and try to maximize the clicks from the campaigns within the same spend

✚ If available, month wise data so that I can make a graph out of it.

