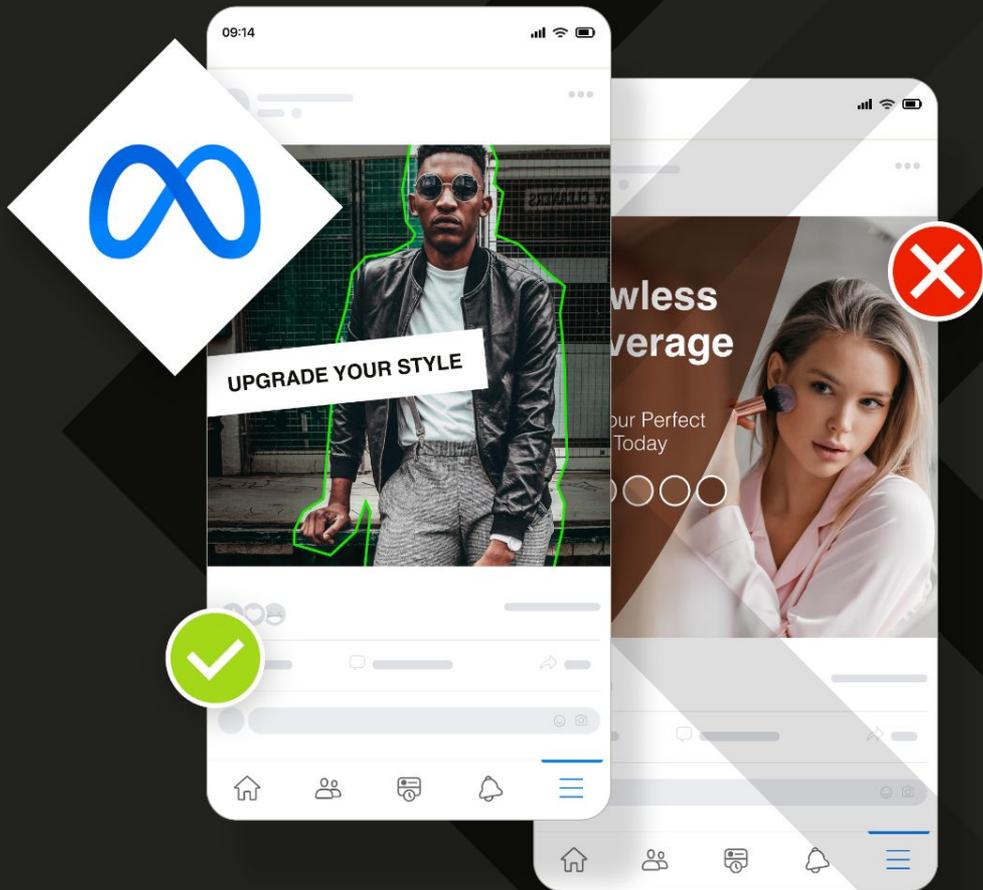




Why Meta Ads Fail With Ecommerce Businesses & How to Fix It

We'll Start Shortly



Ethan Kramer

Managing Partner & Social Media
Practice Leader

Ethan Kramer is a seasoned entrepreneur and the founder of EK Creative (now Agital), a trailblazing social commerce and digital marketing agency, a certified CommentSold Partner, and one of the first TikTok Shop Partners in the US.

Ethan and his team have helped clients generate over \$1,000,000 in GMV (gross merchandise volume) on TikTok Shop—in under 28 days—solidifying our leadership status in leveraging emerging platforms for ecommerce success.



Kaitlyn Kerr

Senior Social Media Manager

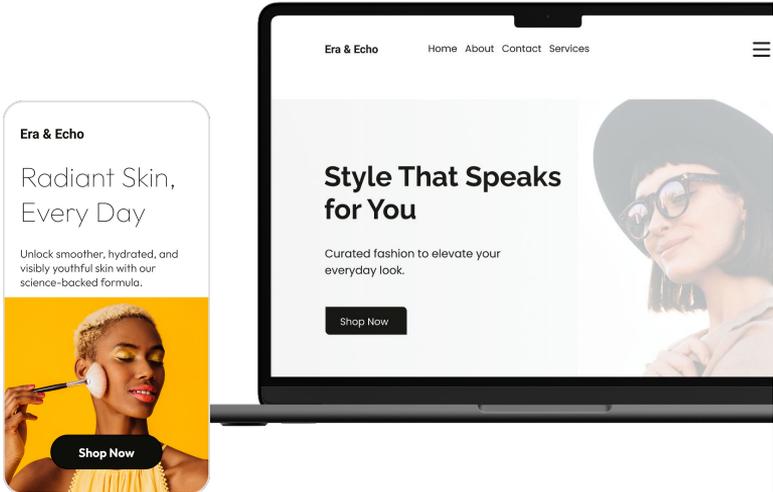
In her almost 6 years at Agital, Kaitlyn has helped drive program and service innovation for paid social which includes Meta, Instagram, Pinterest, Reddit, LinkedIn and TikTok.

She is responsible for establishing best practices, performance-driven strategies and creative that deliver optimal results for Agital's clients.



Agenda

Help your ecommerce businesses avoid common Meta Ads mistakes.



The image shows a laptop displaying the Era & Echo website. The website has a navigation bar with 'Home', 'About', 'Contact', and 'Services'. The main content area features the headline 'Style That Speaks for You' and a sub-headline 'Curated fashion to elevate your everyday look.' Below this is a 'Shop Now' button. To the left of the laptop is a separate ad unit for Era & Echo. The ad unit has the headline 'Radiant Skin, Every Day' and a sub-headline 'Unlock smoother, hydrated, and visibly youthful skin with our science-backed formula.' Below the text is an image of a woman applying makeup and a 'Shop Now' button.

Most common Meta Ads Mistakes



The Risk for Ecommerce

- 62% Failure Rate for Ecommerce Businesses
- Impact of Poor Ad Strategy
- Missed Opportunities





✓✗ Poll

What's your biggest challenge with Meta Ads?

Common Signs You're Wasting Money

- Outdated Structures
- Low Return on Ad Spend
- High Ad Costs With Minimal Conversions
- Poor Targeting or Engagement Rates



digital™

Critical Mistakes Ecommerce Businesses Make With Meta Ads & How to Fix Them



MISTAKE #1

Lack of Clear Strategy

- Unfocused Campaign
- Ineffective Targeting
- Wasted Budget

Amount Spent	Adds to Cart	Website Purchases	Purchase Conversion	Website Purchase
\$136.65	-	-	\$0.00	-
\$1,224.41	2	1	\$281.97	0.23
\$5,391.74	508	17	\$4,860.90	0.90
\$6,752.80	510	18	\$5,142.87	0.76
Total Spent	Total	Total	Total	Average

SOLUTION #1

Amount Spent	Adds to Cart	Website Purchases	Purchase Conversion	Website Purchase
\$5,368.95	817	81	\$32,967.81	6.14
\$5,013.35	308	41	\$10,483.76	2.09
\$3,570.19	216	15	\$7,351.69	2.06
\$2,654.75	398	43	\$14,676.78	5.53
\$16,607.24 Total Spent	1,739 Total	180 Total	\$65,480.10 Total	3.94 Average

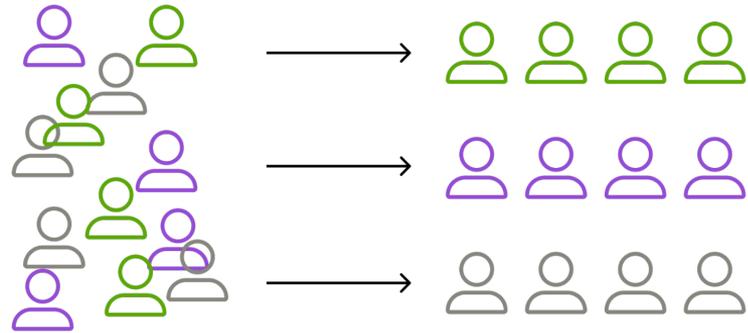
Create a Goal-Oriented Strategy

Set realistic, measurable goals for awareness, consideration, and conversion campaigns.

MISTAKE #2

Not Targeting the Right Audience

Not identifying or understanding who your audience is and their needs can lead to targeting the wrong audience resulting in wasted ad spend.



SOLUTION #2



Young Professionals

Recent college grad, renting first apartment, has some discretionary spending. This customer lacks furniture buying experience.



Urbanite

New homeowner, likely newly married, on a budget, upgrading to newer furniture.

Smart Targeting & Segmentation

Segment audiences based on intent, interests, and behaviors.

- Custom Audiences
- Lookalikes
- Detailed Targeting

MISTAKE #3

Inefficient Ad Spend

Under \$50

EXAMPLE

Spending \$50 compared to \$100



Takes twice as long to find what works.

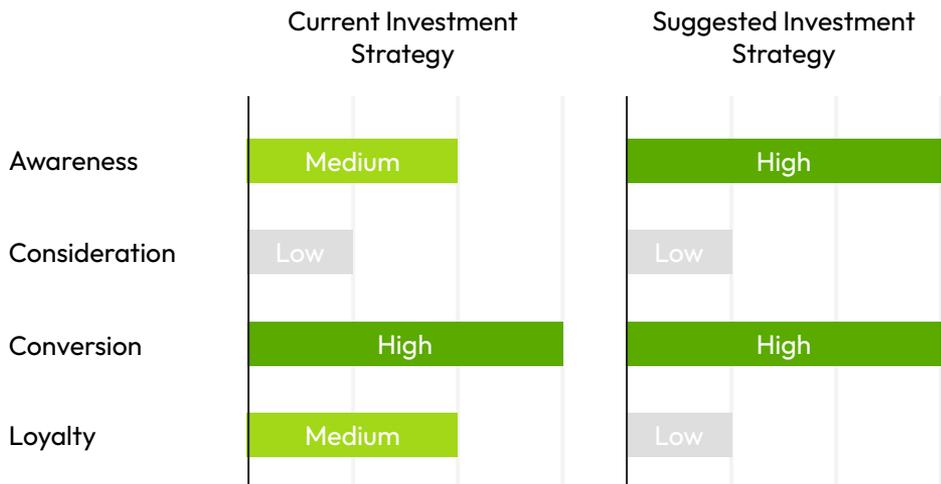


Limits how fast you can test creative.



Unable to see statistically significant results.

SOLUTION #3



Increasing Ad Spend

Pixel helps track actions people take on your website after they click the ad, giving you insights into what drives engagement and conversions.

Relying on this data can help you fine-tune your ad targeting and optimize spending to reach people more like to act.

MISTAKE #4

Relying on Cold Sales Ads

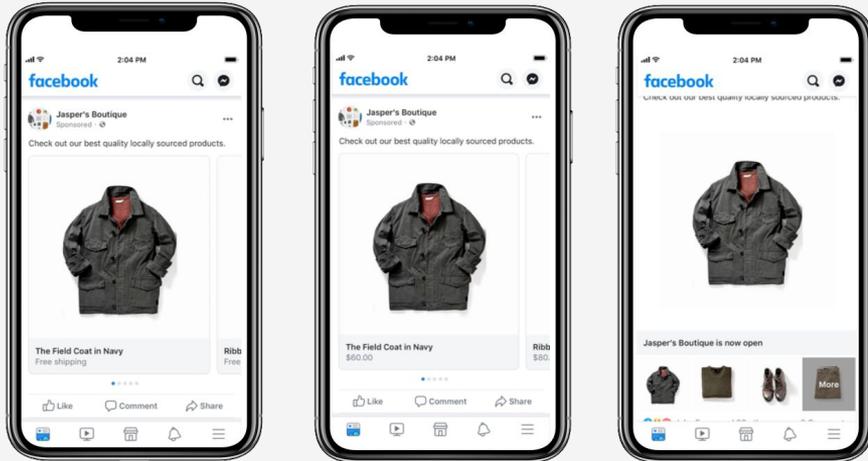
- Price vs. Impressions for Conversion
- Missing Most Relevant Users
- Customer Lifetime Value Decrease



SOLUTION #4

EXAMPLE

Address common concerns or showcase social proof.



Leverage Retargeting & Dynamic Ads

Retargeting ads show relevant content based on where the user is in their journey.

Dynamic ads remind potential customers of the products they've shown interest in and encourage them to move closer to making a purchase.

MISTAKE #5

Lack of Testing & Optimization

- Missed messaging that resonates most with your audience.
- Constant changes in the account.
- Cannot be confident in your results .



MISTAKE #6

Content Quality of Ads



Bad content means less reach and higher costs.



Poorly written, irrelevant, or generic ads leads to ad fatigue and a lack of conversions.

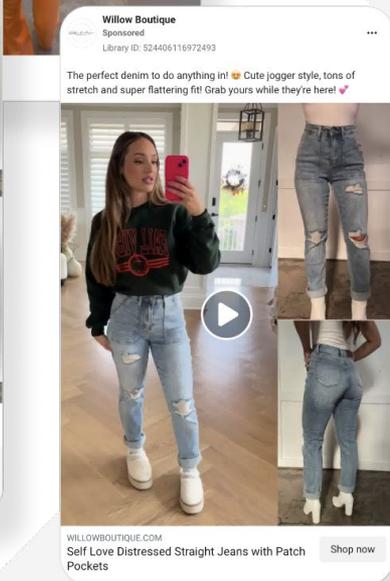
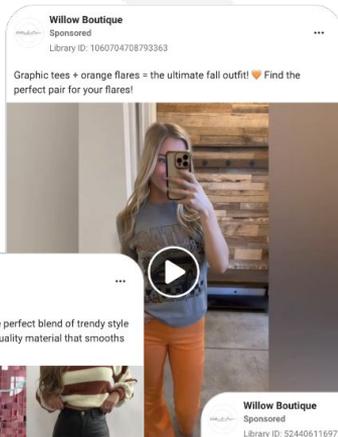


Costs might get so high that your ads are shut off.



The AI is good, really good. It doesn't make mistakes on good or bad content. **Trust it** and feed it to make it happy.

SOLUTION #6



Prioritize Quality

- Use engaging copy, clear visuals, and a strong call to action.
- Use A/B testing to refine messaging and imagery.
- Keep content fresh.
- Align with your brand's voice and values.

MISTAKE #7

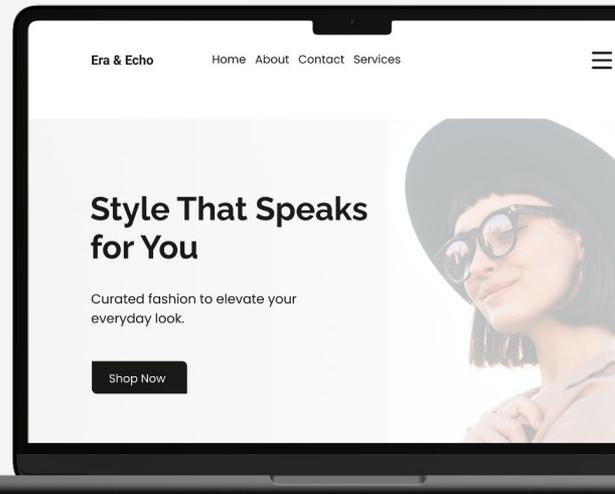
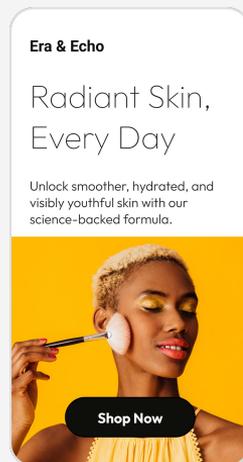
Sending People to the Wrong Place

Getting someone to the landing page is the job of the ad, if you're seeing good metrics but not conversions something is wrong on your landing page.

EXAMPLE

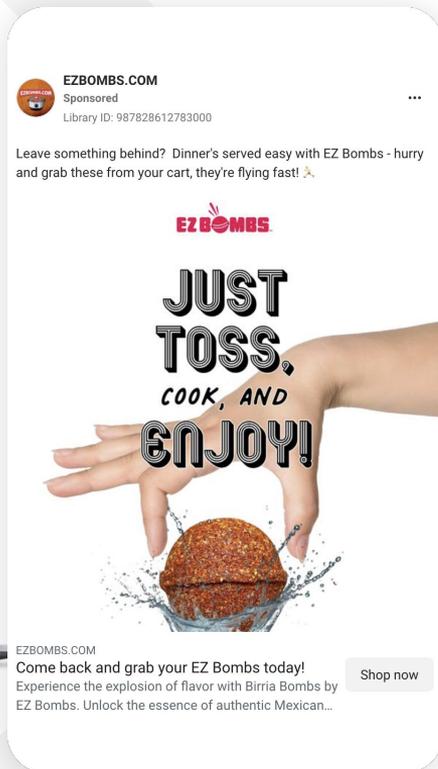
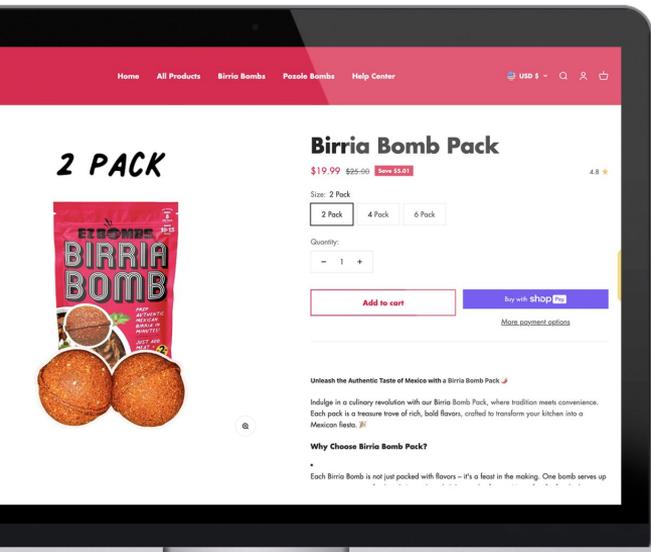
Current client ad has CTR of 7%.

Landing page sells the product as a multi-use solution.



Ad is focused on skin care.

SOLUTION #7



Match Landing Pages to Ad Intent

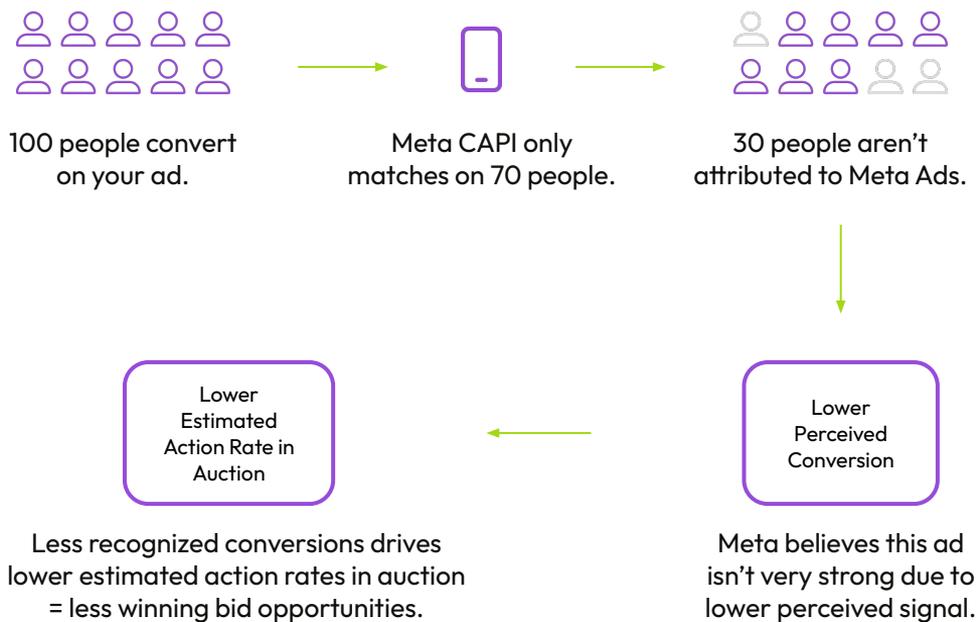
- Directly align messaging.
- Showcase highlighted product prominently.
- Optimized UX with quick load times, clear CTAs, and relevant information.

MISTAKE #8

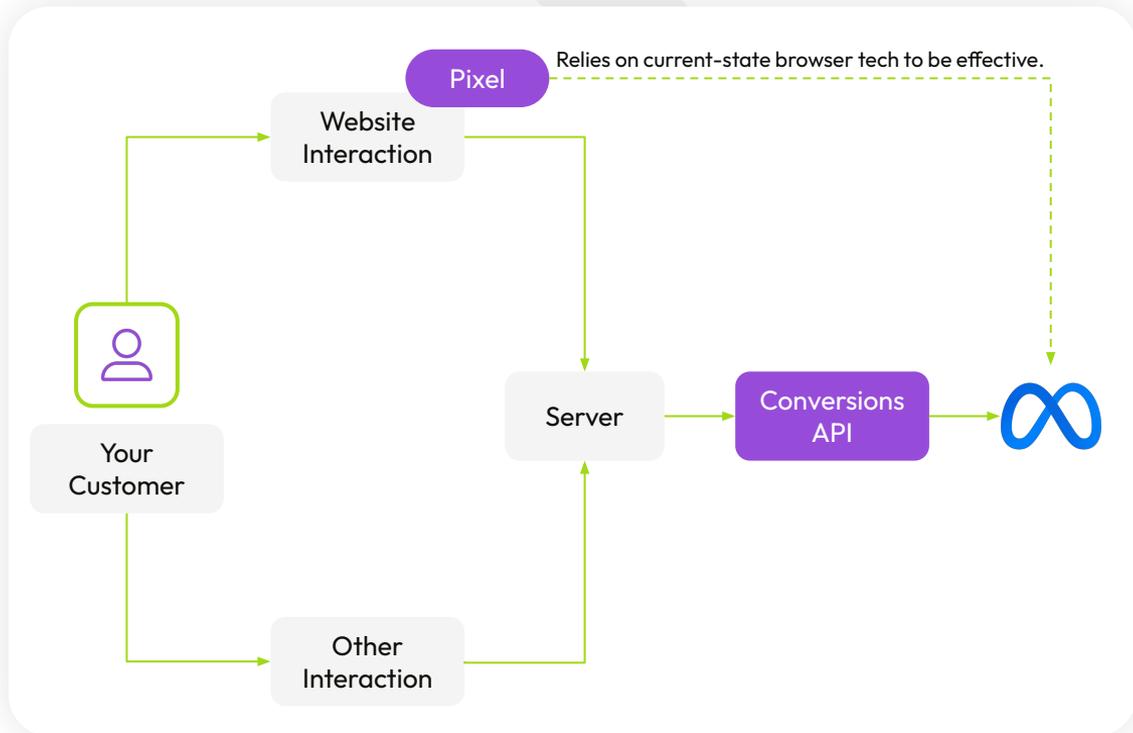
Data Quality: Tracking the Right Information

Not tracking all the events that matter to your business 100% of the time and not sending as much user parameters as possible with each event.

Example of client with signal on,
but not maximized.



SOLUTION #8



Implement Accurate, Actionable Data Tracking

- Set up your tracking to monitor the metrics that truly reflect your goals.
- Use tools to gain insights into customer behavior.
- Make data-driven adjustments and improve future campaigns.

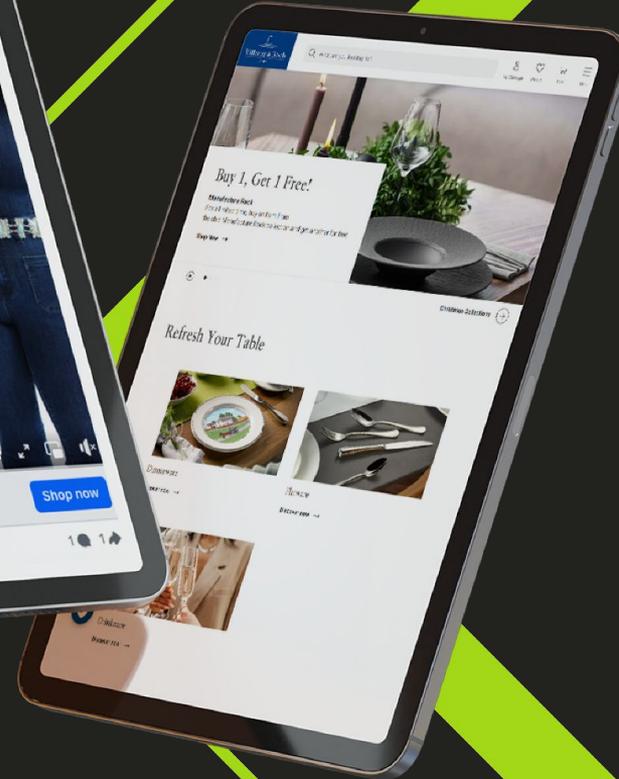
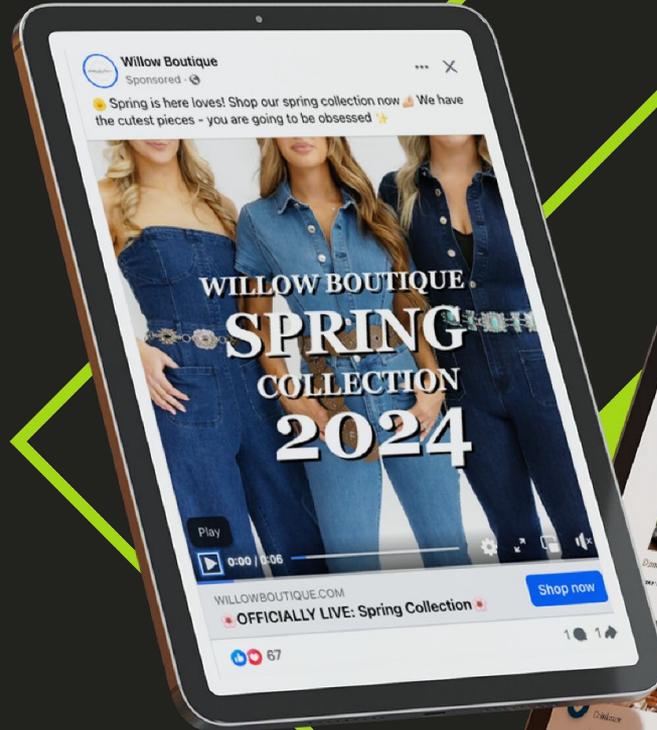


✓✗ Poll

Which mistake do you think affects your ad performance the most?



Case Studies



CASE STUDY



6000%+

Increased in New Customer Revenue

74%

Decrease in CPA

1620%

Increase in Account Revenue MoM

850%

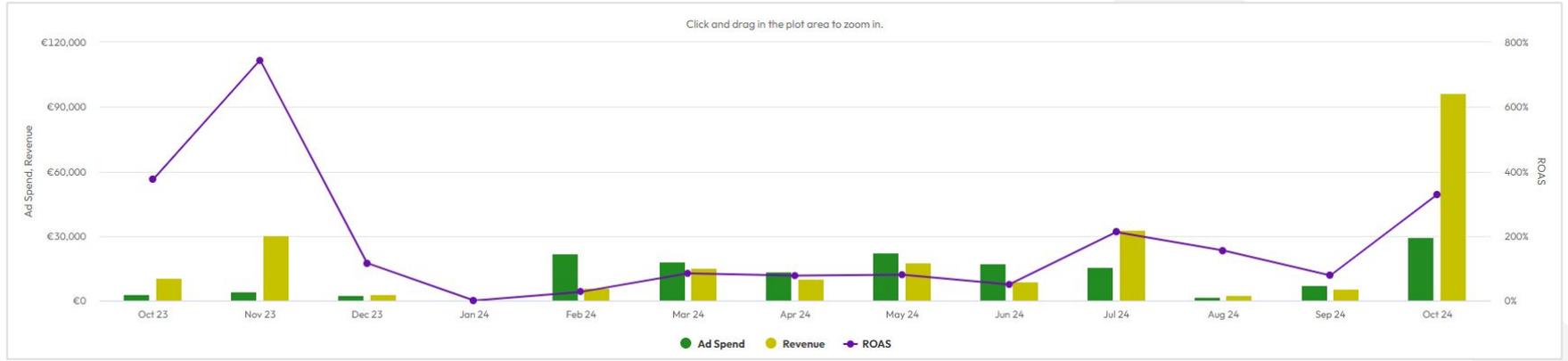
Increase in CRV

322%

Increased in ROAS



CASE STUDY



CASE STUDY

Willow boutique
CLOTHING CO.

\$100K+

Monthly Sales in 3 Months

\$300K+

Monthly Sales in 8 Months

\$100K

In One Live Sale

5.74x

ROAS

3.97x

Cold Audience Campaign ROAS



CASE STUDY

Willow boutique
CLOTHING CO.

Campaign	Items...	Meta purchases	Cost per purchase	Budget	Amount spent	Purchases conversion...	Website purchases...	Shops-assisted...	Direct website...	Meta purchase conversion...	Purchase ROAS (return on ad...
EK 01 - First Time Purchasers 2.0 <small>View charts Edit Duplicate ...</small>	8,114	364	\$19.43 ^[2]	\$150.00 Daily	\$263,393.27	\$1,044,649.30 ^[2]	\$644,604.76 ^[2]	\$269.56	\$644,335.20	\$29,058.23	3.97 ^[2]
EK 01 - General Ads	6,441	989	\$18.20 ^[2]	\$200.00 Daily	\$222,358.20	\$927,833.34 ^[2]	\$539,630.52 ^[2]	\$24,317.08	\$515,313.44	\$69,300.76	4.17 ^[2]
EK 01 - Flares Campaign	3,773	3,950	\$11.18 ^[2]	\$400.00 Daily	\$169,754.71	\$987,028.34 ^[2]	\$412,763.26 ^[2]	\$136,683.21	\$276,080.05	\$235,181.86	5.81 ^[2]
EK 02 - Warm Audiences	5,147	291	\$8.00 ^[2]	\$195.00 Daily	\$74,192.28	\$716,052.88 ^[2]	\$414,170.93 ^[2]	\$0.00	\$414,170.93	\$19,758.07	9.65 ^[2]
EK 02 - Warm Audiences - Copy	2,533	74	\$14.34 ^[2]	\$50.00 Daily	\$46,672.83	\$246,386.21 ^[2]	\$200,769.87 ^[2]	\$670.10	\$200,099.77	\$4,373.47	5.28 ^[2]
EK 01 - Fiona Flare	2,180	32	\$15.61 ^[2]	\$325.00 Daily	\$34,524.57	\$187,391.53 ^[2]	\$185,194.27 ^[2]	\$0.00	\$185,194.27	\$2,197.26	5.43 ^[2]
EK - Scale Broad	553	753	\$15.28 ^[2]	\$100.00 Daily	\$33,202.86	\$146,036.04 ^[2]	\$64,251.20 ^[2]	\$24,009.20	\$40,242.00	\$48,190.23	4.40 ^[2]
EK 01.5 - General Ads	1,199	47	\$19.40 ^[2]	\$40.00 Daily	\$29,994.43	\$116,376.76 ^[2]	\$93,397.20 ^[2]	\$99.19	\$93,298.01	\$3,079.28	3.88 ^[2]
EK 01 - General Ads	1,248	9	\$13.94 ^[2]	\$325.00 Daily	\$17,520.89	\$113,149.66 ^[2]	\$112,560.46 ^[2]	\$0.00	\$112,560.46	\$589.20	6.46 ^[2]
EK 04 - Klayvio	695	71	\$10.82 ^[2]	\$150.00	\$17,077.18	\$115,488.91 ^[2]	\$76,424.97 ^[2]	\$24,610.65	\$51,814.32	\$4,324.65	6.76 ^[2]
Results from 127 campaigns ^[1] <small>Excludes deleted items</small>	43,934 Total	7,879 Total	\$13.45 ^[2] Per Action		\$1,132,929.80 Total spent	\$6,199,860.30 ^[2] Total	\$3,731,578.45 ^[2] Total	\$275,321.29 Total	\$3,456,257.16 Total	\$499,004.25 Total	5.47 ^[2] Average



Final Takeaways

01

Build a clear, goal-driven strategy.

02

Target audiences with intent.

03

Optimize your ad spend by testing and refining your approach.

04

Prioritize high-quality content.

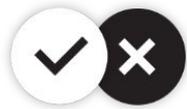
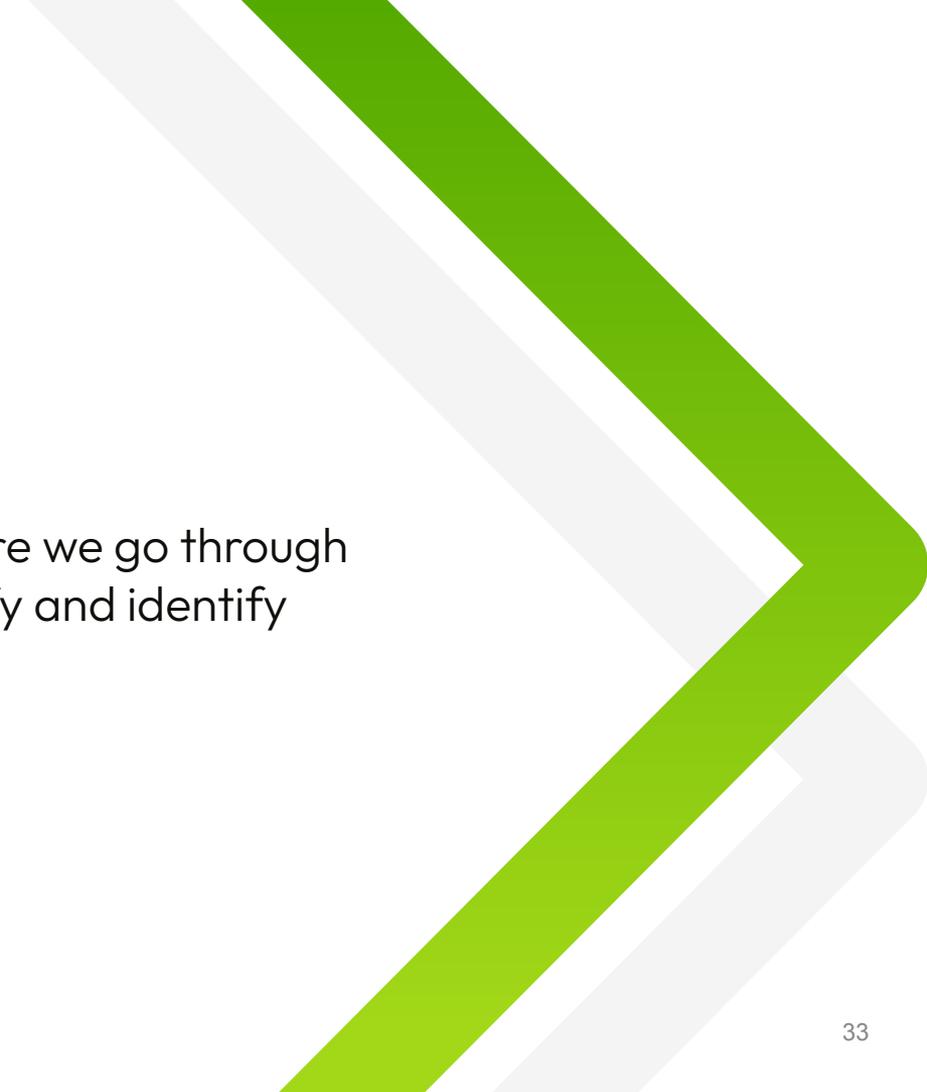
05

Focus on tracking meaningful data.

15m

Q&A





Poll

Would you like an ecommerce audit, where we go through your marketing channels including Shopify and identify your biggest rev-driving opportunities?