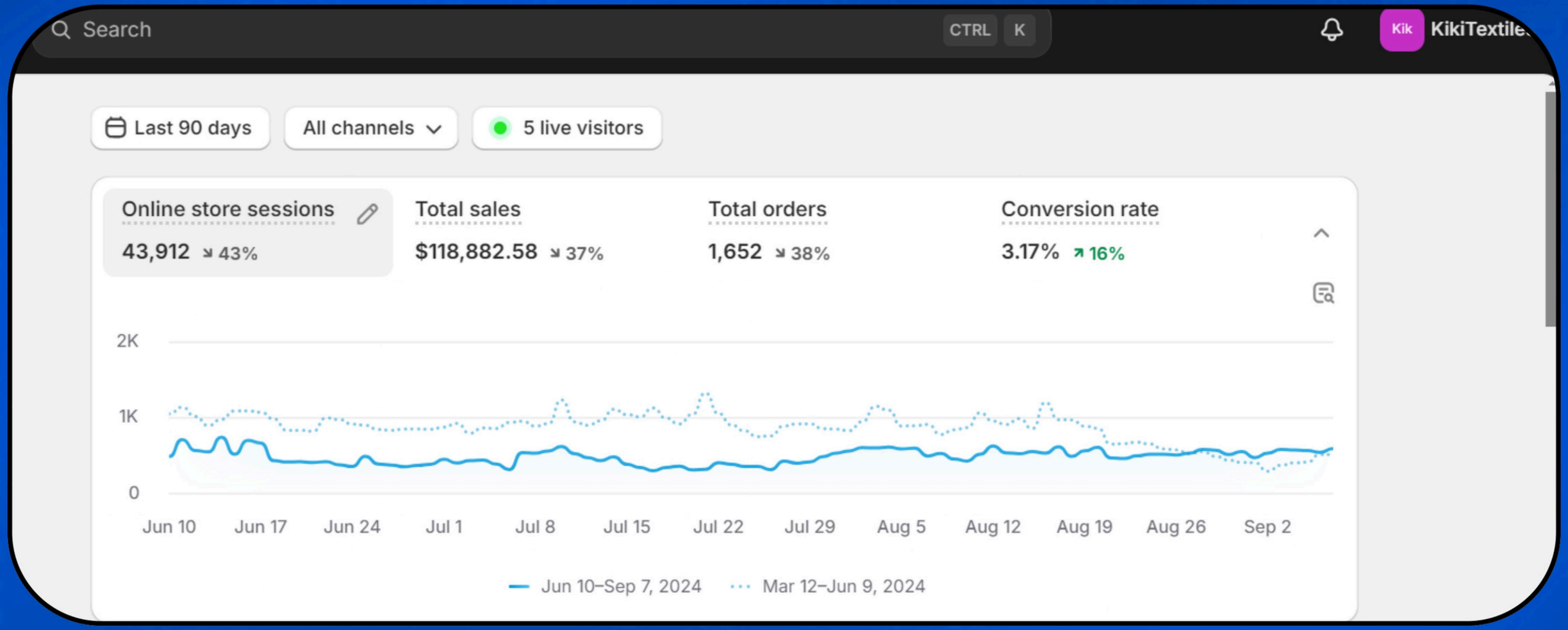
ANAS DHAMIYA

How I Helped KIKI TEXTILES A Brand Based In CALIFORNIA Generate $118,882 In 90 Days

SHOPIFY DASHBOARD



META ADS DASHBOARD

Adds to cart	Checkouts initiated	Amount spent	Purchases ↓	Cost per purchase	Purchase ROAS (return on ad spend)	Purchase Conversion Value
3,359 [2]	961 [2]	$14,988.46	584 [2]	$25.67 [2]	2.91 [2]	$43,590.28
1,465 [2]	282 [2]	$4,009.24	234 [2]	$17.13 [2]	4.29 [2]	$17,185.03
562 [2]	181 [2]	$6,308.76	184 [2]	$34.29 [2]	3.38 [2]	$21,303.87
1,013 [2]	249 [2]	$2,991.72	145 [2]	$20.63 [2]	3.08 [2]	$9,202.91
744 [2]	175 [2]	$2,817.33	122 [2]	$23.09 [2]	3.26 [2]	$9,187.09
184 [2]	24 [2]	$1,002.56	41 [2]	$24.45 [2]	3.08 [2]	$3,083.35
298 [2]	62 [2]	$712.25	34 [2]	$20.95 [2]	4.18 [2]	$2,977.27
361 [2]	61 [2]	$1,873.21	28 [2]	$66.90 [2]	0.95 [2]	$1,783.59
8,959 Total	2,198 Total	$39,400.76 Total Spent	1,462 Total	$26.95 Per Action	2.89 Average	$114,050.57

Understanding the Sales Discrepancy

It's important to note that the sales numbers tracked in Meta Ads may differ from the actual sales data displayed on the Shopify dashboard. This discrepancy can occur due to various reasons, such as:

- Customers purchasing through direct channels or other marketing touchpoints not attributed to Meta Ads.
- Technical limitations in Meta Ads tracking, such as blocked cookies or ad blockers used by some customers.
- Time delays or attribution differences in how Meta Ads and Shopify report sales.

While Meta Ads provide insights into campaign performance, Shopify serves as the definitive source for total revenue, capturing all transactions regardless of their source. This case study reflects the combined data for a holistic understanding of the brand's 90-day performance.