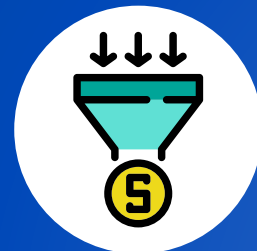


**B** CHIC FASHIONS

# B Chic Fashions

## Metrics + Educated Decisions + O4S Talent = **Results**



1028% ROI From Google Ads in  
Less Than 90 Days



5322% ROI From Facebook Ads  
in Less Than 90 Days



Average CPC - \$0.22



Average CTR - 6.6%



**Service:** Paid Social/Search



**Industry:** Fashion

# About the Business

B Chic Fashions sells special occasion dresses that make heads turn. They have an online and brick and mortar store.

## Issues

Google & Facebook Account were not setup properly and not optimized. Previous agency was a set it and forget it operation. Google Analytics and Conversion tracking was not hooked up properly and there was no meaningful way to measure the data.



# Solutions



Fixed Google  
Analytics



Fixed Facebook  
Pixel



Optimize Google  
Ads Account



Optimize  
Facebook Ads  
Account

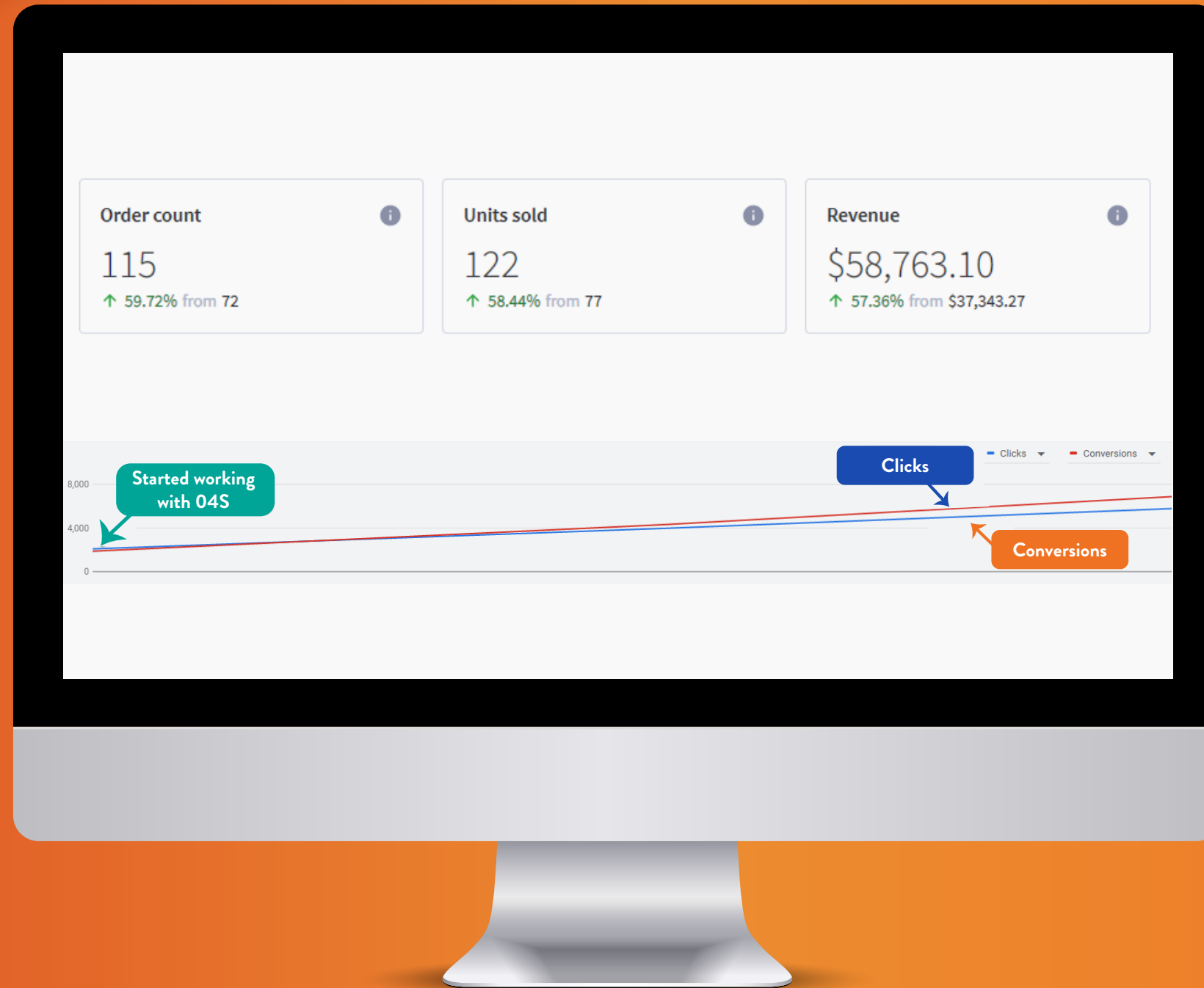


Launched Google  
Shopping



Implemented  
Retargeting  
Strategies

# Solutions



<https://optimize4success.com>