



How we generated **\$243,484.68** for Advanced Manufacturing in only **90 days** with segmentation

Advanced Manufacturing came to us towards the beginning of the global pandemic as early adopters, looking to capitalize on an emerging market. Their website was constructed on Squarespace and faced inconsistent sales. Their problem was that they needed to stay within the lines of Facebook's ad policies while selling parts to make face masks. Since face masks were quickly becoming a global necessity they also faced a challenge with properly segmenting and advertising to their demographic. Everything seemed so haphazardly done with the help of a FB Marketing Expert.



Advanced Manufacturing
Enterprise

Solution



That's where we came in. We researched their ideal target market and segmented their entire funnel. We got their Facebook ad campaigns up and that's where the magic happened. We started off with a couple hundred per day to thousands in daily ad spend. **Within 90 days we managed to generate \$243,484.68 (March 2020 - May 2020) solely from our Facebook ad efforts!** This exponential growth allowed them to truly capitalize on an emerging market. Since this was a pandemic related product, sales essentially waned and we exited the relationship. But not before earning the trust and commendation of Steven Trapasso the owner of Advanced Manufacturing.

“Monster Agency did a phenomenal job of integrating into our team, instantly delivering an impact and helping us scale rapidly. Fresh ideas (like converting our website to Shopify) as well as what to test on with our ads helped us capitalize on so much more than we expected. I firmly believe that their advertising experience is only one benefit in working with Monster Agency, but the real value is the strategic advice they provide as a result of working with countless other business owners just like me.”

STEVEN TRAPASSO
ADVANCED MANUFACTURING

Results



AM Andrew Molz

All channels ▾

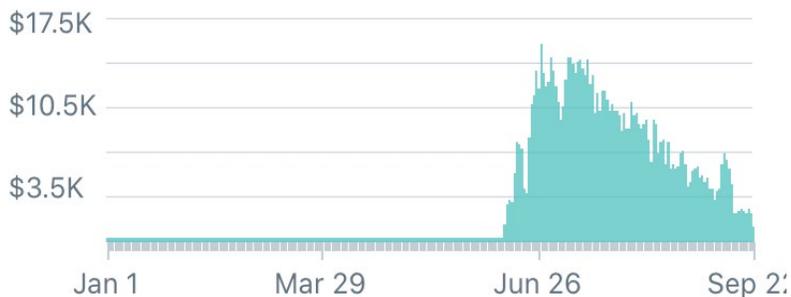
Jan 1–Sep 22 ▾

TOTAL SALES

Jan 1–Sep 22

\$839,175.49

33,617 orders



While the market was available for them, we struck while the iron was hot and pushed the brand to new heights with an intelligent segmentation process.

Our method of Acquisition, Re-Engagement, Retarget and Retain worked very well for this client. Another tactic that worked well was retargeting everyone who had saved our Instagram posts. This allowed us to focus the most attention on those actively seeking products to create face masks.

If you are interested in working with Monster Agency™ to tackle emerging markets with proper segmentation and a proven method (even during a pandemic), book your ROI Strategy Call with us today!