

Case study

**Advanblack uses
AI Audience™ for
retargeting, achieving a
300%+ boost on ROAS**



About the client

Our client is the largest provider of Harley custom parts in California.

To attract new customers, our client has ran campaigns on Meta using both Advantage+ Shopping Campaigns and retargeting campaigns, **but have reached a plateau with their performance despite increasing ad spend.**



\$10M USD

ANNUAL GMV

30+ STAFF

ACROSS CHINA/USA

50+ STATES

ACROSS USA

Challenges and Objectives

Challenge

How can I boost online sales by bringing high quality customers back with the retargeting ad campaigns?

Solution

Using our AI Audience™ model, **we created a profile of high intent shoppers and applied it to their Meta retargeting campaigns.**

Results

 **389%**
Increase in ROAS

 **23.7%**
Decrease in CPA
(cost per purchase)