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**Websupplies.gr**

Facebook Ads optimization through Systemic Dynamics & Artificial Intelligence Algorithms

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# CASE STUDY

**CUSTOMER**

**Websupplies SA**  
websupplies.gr

**CHALLENGE**

- Increase ROAS performance
- Remain within spend budget forecast
- Estimate Facebook Ads Conversion performance

**SOLUTION**

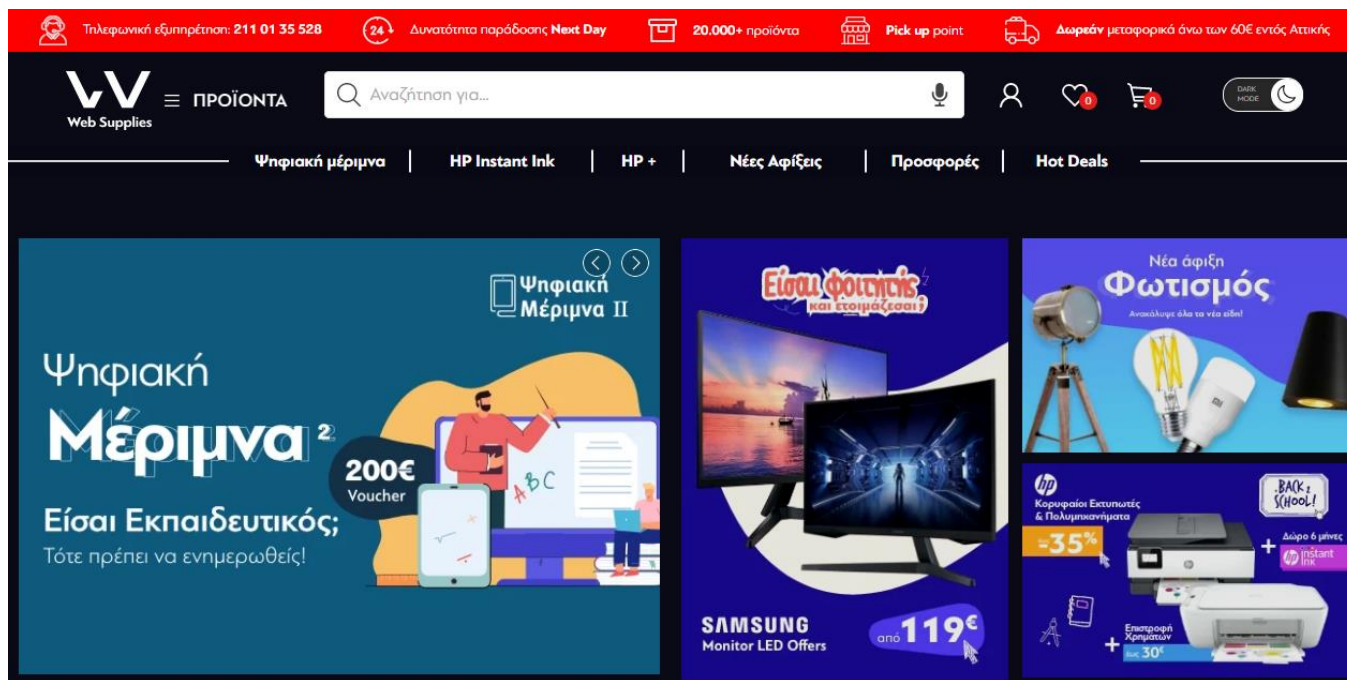
Investigate optimization methods of the Facebook Ads platform, to effectively deal with the complexity in implementation and ambiguity in predicting the advertising results through •Systemic Dynamics Modeling and •Artificial intelligence (AI) algorithms for data analysis and formulation.

**BENEFITS**

A significant improvement in the overall performance of advertisements through Facebook Ads

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# CASE STUDY WEBSUPPLIES



## Introduction

[Websupplies.gr](https://www.websupplies.gr) is one of the biggest online retail shops in Greece, with more than 15.000 products available.

The story between Websupplies and RDC is not new. Working close for more than 11 years continuously developing and optimizing the eCommerce infrastructure within a customer-centric approach, websupplies e-shop has met an exponential growth in online sales, being able to provide right-priced goods, with a unique online customer experience.

The next step to this successful collaboration was to further optimize the impact of Facebook (Meta) Ad Campaigns.

 Meta for Business

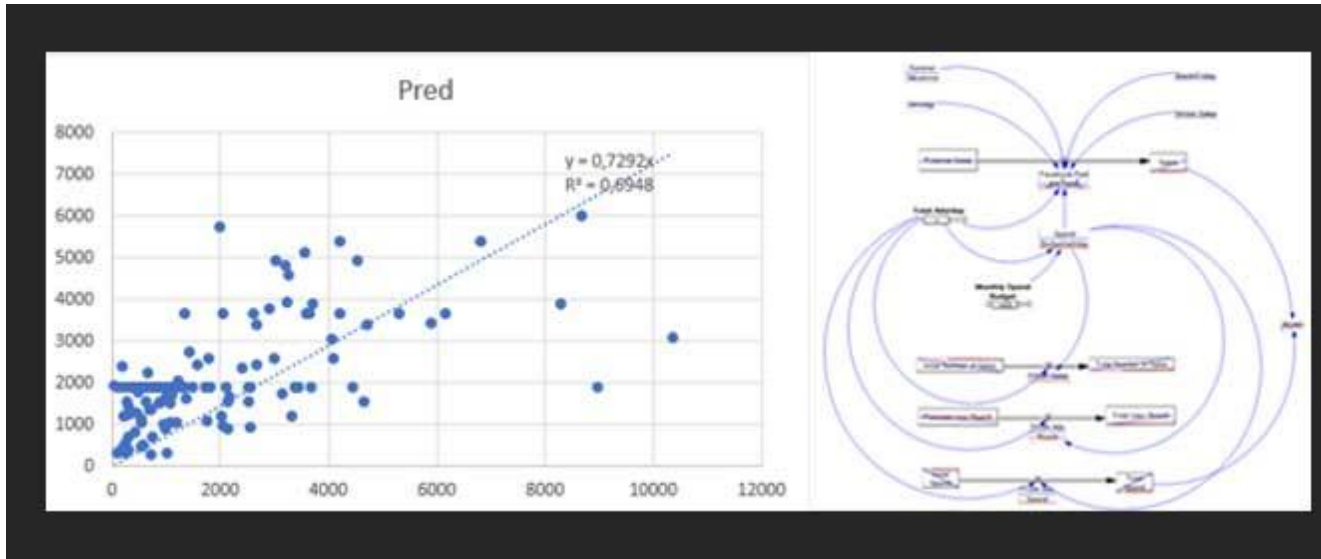
## Challenges

According to Google, statistically, more than 9 out of 10 consumers will search for products or services online, even if they might ultimately purchase from a physical store. This fact has made digital advertising platforms the most powerful communication and promotion tool a firm can utilize today.

While the cost of the specific advertisements exponents due to increased demand day-by-day, intense competition, complexity in advertising tools as well as **the lack of being able to estimate the results** of their utilization generate an ambiguous framework through which companies aim to pursue their promotional goals, such as:

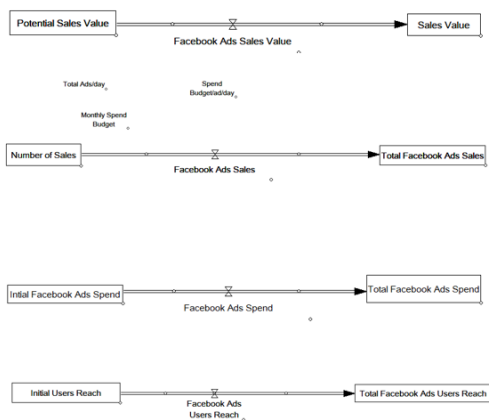
- **Retain** the spend budget within limits
- **Increase** Return on Ad Spend (ROAS)





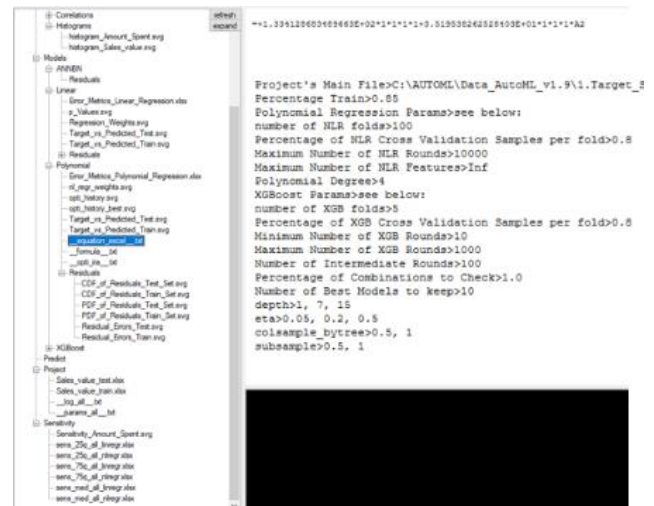
## Solution

Firstly, we proceed designing the Facebook Ads system, to identify in detail the variables that affect the Ads Conversion performance, using Systemic Dynamic's methodology stock n' flow diagrams.

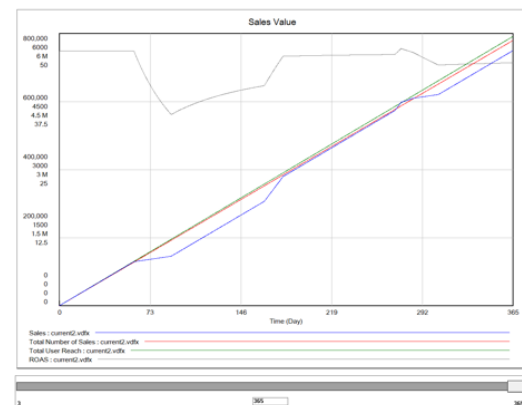


Then, we moved forward to Data Analysis. Through an extensive data process, we identified the variables that significantly affect the sales conversion of an Ad and we ran multiple data analyses using **4 different Artificial Intelligence Algorithms**, through the innovative **AI & ML software, AutoML**.

After extensive tests, we were able to set and cross-validate the mathematical functions which define the quantitative determination of the interactions, among the main system variables.



We finally applied the mathematical functions to our system model and simulated its sales, sales value, and ROAS performance, running multiple advertising scenarios within a year, as a period. After studying the interesting findings, we test-cased the optimal results "Live" in actual market conditions.



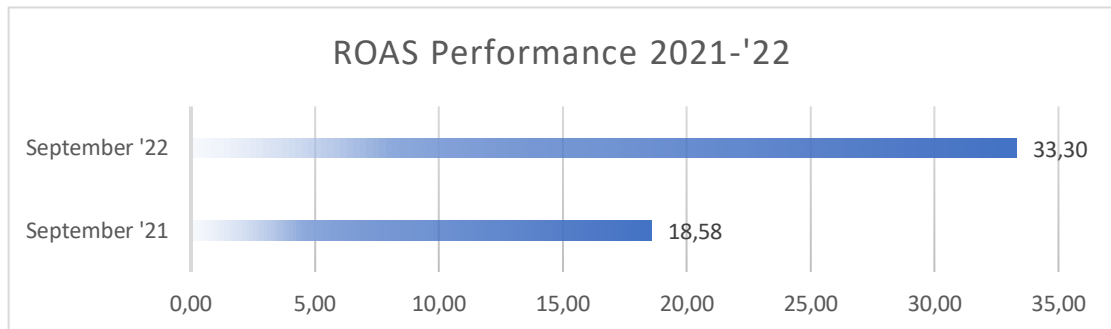
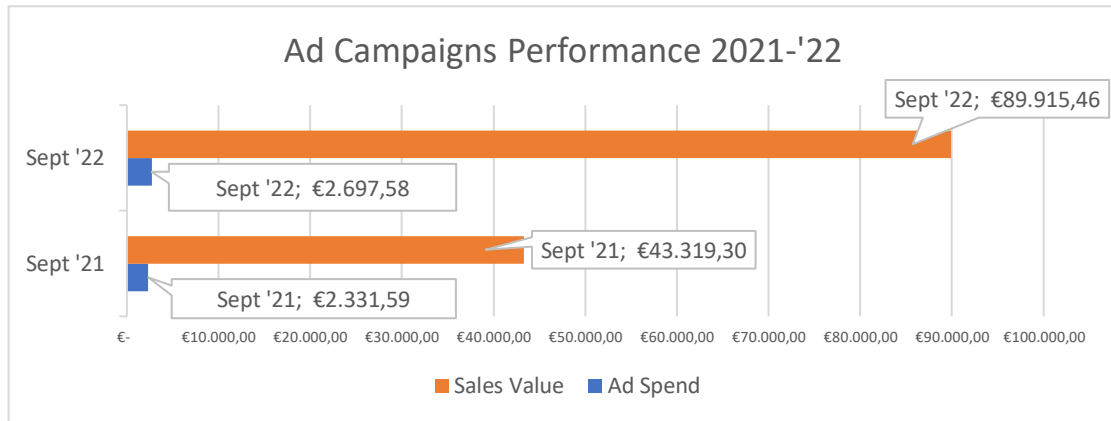
# CASE STUDY WEBSUPPLIES

Off/On	Ad set	Amount spent	Results	Website purchases	Purchases Conversion Value	Website purchases conversion value	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on...)	Reach	Impressions	Cost per result	Ends
	Results from 45 ad sets	€1,409.00 Total Spent	550 Website purchases	550 Total	€70,114.14 Total	€70,114.14 Total	49.76 Average	49.76 Average	118,303 People	645,983 Total	€2.56 Per Purchase	

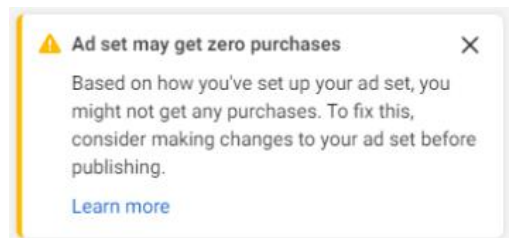
## Results

After 3 consequent months of implementing our system's model to websupplies's Facebook Ad account, we witnessed a significant increase of ROAS, while retaining the same spending budget, every month.

By continuously analyzing incoming data and further optimizing the advertising models through AI and ML algorithms, Websupplies has a unique competitive advantage in utilizing Facebook Ads, like no other.



Setting up our Ad sets, we count only on our optimized advertising model, ignoring the Facebook Ads platform's warning messages, which were proved irrelevant, to the actual ad campaign results.



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Η επιστροφή της επένδυσής σας (ROAS) σημειώνει ένα εξαιρετικό ποσοστό. Αυτό επιβεβαιώνει τη σωστή στρατηγική που έχετε ακολουθήσει.  
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