ENDLESS THRIFT / E-COMMERCE CAMPAIGN

Meta Ads Strategy

Campaign overview | November 2026 | 30-day plan

Campaign Overview

The objective is to **generate profitable online orders** for ENDLESS THRIFT by positioning affordable thrift fashion—especially jeans—as the brand's hero category. The campaign will use product-led creatives, clear pricing and purchase-focused targeting.

Key Selling Points

- **Everything under ■799:** a simple, price-led offer.
- **Thrift jeans:** the main product category and primary advertising focus.
- **Online-only store:** direct customers to the website or chosen online ordering channel.

Campaign Logistics

Duration	1–30 November 2026
Total budget	■5,000 (approx. ■167/day)
Primary objective	Online purchases / orders
Main offer	Everything under ■799

Target Audience

Audience	Focus
Young fashion shoppers (18–30)	Affordable streetwear, everyday outfits and value-conscious shopping.
Denim / streetwear enthusiasts	Thrift jeans, vintage fits, styling and unique pieces.
Vintage fashion shoppers	Retro looks, individual style and curated second-hand fashion.

Geography: Start with locations where delivery is available and reliable. Use nationwide targeting only if shipping, returns and fulfilment support it.

Campaign Structure

1. Prospecting — new customers: Use a Sales campaign optimized for Purchase if the website checkout and Meta Pixel/CAPI events are working correctly. Start with one broad audience and test multiple creatives rather than splitting the small budget across many interest-based ad sets.

2. Retargeting — warm audiences: Re-engage website visitors, product viewers, add-to-cart users and Instagram engagers. Launch only when the audience is large enough; otherwise keep the full budget on prospecting.

Budget Allocation

Use	Monthly amount	Purpose
Prospecting	■3,500	Reach new potential buyers.
Retargeting	Up to ■1,000	Bring interested shoppers back; use only with sufficient audience size.
Creative testing	■500	Test a new hook or format; reallocate to the best performer.

Creative Strategy

Concept	Execution
Hero jeans Reel	Show real jeans, fit, details and styling. Hook: “Your next denim find is under ■799.”
Product carousel	Show actual available pieces with price, waist measurement, fit and condition.
Offer-led graphic	Keep the message simple: “Everything under ■799.” Add a clear Shop Now CTA.

Four-Week Action Plan

Week	Focus	Primary goal
1	Launch	Publish creatives; verify tracking and checkout.
2	Review	Compare clicks, product views, carts and purchases.
3	Optimize	Pause weak ads; refresh creative and retarget if viable.
4	Consolidate	Shift spend to the strongest profitable setup.

Key Performance Indicators

Purchases / confirmed orders • Cost per purchase • Purchase conversion rate • Website add-to-carts • Checkout initiated • CTR • ROAS

Success measure: Keep customer acquisition cost below the contribution margin available per delivered order. Track cancellations, returns and return-to-origin costs—not just orders placed.