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WHITE PAPER

From Pixels to Purchases

How a Lebanese fashion e-commerce brand built a measurable growth system — and what any online store can take from it

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Executive summary

Most e-commerce advertising fails quietly: campaigns run, purchases happen, but nobody can say which dollar produced which order, why the checkout leaks, or whether last week's site change helped. This paper documents the growth system Adperical built for **Brandet Premium Stores**, a premium fashion e-commerce brand in Lebanon — from the tracking layer up through audience architecture, catalog distribution, campaign design, frequency-based budgeting, and conversion optimization — and the results it produced: **8× return on ad spend**, a blended cost per purchase **44% below** cold acquisition, the clients-seeded campaign converting at **58% lower cost** than new-customer acquisition, and a cart-to-checkout rate that **nearly tripled** after measured friction fixes. Every figure here is a rate, share, or relative comparison; the client's spend and order volumes remain confidential. The principles generalize to any store.

8× RETURN ON AD SPEND	**−44%** BLENDED COST PER PURCHASE VS. COLD ACQUISITION	**−58%** CPP, CLIENTS-SEEDED CAMPAIGN VS. NEW-CUSTOMER
−53% CPP, CART ABANDONERS VS. PROSPECTING	**~3×** CART-TO-CHECKOUT RATE AFTER FUNNEL FIXES	**45%** CHECKOUT-TO-ORDER RATE, HELD STEADY

1. The problem with “running ads”

An ad account with one campaign and a pixel that fires on the thank-you page cannot answer the questions that decide profitability: Are we buying new customers, or paying to reach people who would have bought anyway? Where in the funnel do we lose them? Is the site change we made last week responsible for this week's numbers? Growth without those answers is guessing with a budget.

2. Measurement before media

The first weeks were spent on infrastructure, not campaigns.

- **Server-side tracking.** Meta's Conversions API alongside the browser pixel, so purchases are recorded even when browsers block scripts — restoring the signal the ad algorithms optimize on.

- **Detailed GA4 e-commerce events.** View, add-to-cart, begin-checkout, purchase, with item and value parameters — the raw material for funnel analytics.
- **Google Ads conversion tracking** tied to the same events, so both platforms optimize toward the same definition of success.
- **UTM discipline.** Every paid, social, email, and WhatsApp link tagged consistently. Attribution is only as good as the links.
- **Audience collection from day one.** Pixel and GA4 audiences — viewers, carters, checkout-abandoners, purchasers — accumulate from the first day, so retargeting and exclusion lists exist before the first campaign needs them.

> *Principle: tracking is a product feature, not a marketing afterthought. Ship it first.*

3. Audience architecture

Audiences were designed as a system of segments with explicit relationships:

- **Existing clients as the seed.** Brandet's customer base became a custom audience used as the seed for Meta's audience expansion — the algorithm finds shoppers who look like proven buyers, and re-engages the buyers themselves.
- **Engagement-based segments** built from site and social behavior: product viewers, cart adders, checkout starters, purchasers by recency.
- **Exclusions as a first-class tool.** The new-customer campaign excludes every engaged and purchasing segment, so its budget can only buy genuinely new people — the only way to know the true cost of a new customer.

4. Catalog everywhere

A single product feed was connected to **Meta** (powering Advantage+ catalog campaigns), **Google Merchant Center** (Shopping and Performance Max), and a **WhatsApp catalog** — the channel Lebanese shoppers use to browse and order. One inventory, one source of truth, distributed to wherever the purchase decision happens. Dynamic retargeting then shows a shopper the exact item she considered, on whichever platform she opens next.

5. Four campaigns, four jobs

Rather than one campaign asked to do everything, the account runs four, each with a defined role and its own efficiency expectation:

Campaign	Job	Audience logic
New-customer acquisition	Buy customers who don't know the brand	Engaged segments and purchasers excluded
Advantage+ catalog	Convert product interest	Dynamic retargeting from the feed
Cart abandoners	Close abandoned checkouts	Added to cart, purchasers excluded; short windows
Clients-seeded	Find more buyers like the best ones	Customer list as the seed for audience expansion

Each is optimized for cost per purchase and monitored continuously; budget moves toward whichever job is producing purchases most efficiently that week. Branding and awareness campaigns run alongside to keep filling the top of the system. The ratios tell the story: the clients-seeded campaign delivers purchases at 58% lower cost than new-customer acquisition, cart abandoners at 53% lower, catalog retargeting at 35% lower — and the blended cost per purchase lands 44% below cold prospecting.

6. Frequency as a budget signal

Retargeting budgets are usually set by feel. We set them by frequency. The cart-abandoners audience is finite — the people who added to cart and haven't purchased — so ad frequency tells you exactly how saturated it is. When frequency rises, the budget is chasing the same shoppers and should hold or drop. When frequency *decreases*, the audience has expanded (more carts upstream), and the budget can grow effectively — reaching new abandoners rather than re-hitting old ones. Budget follows the audience, not the calendar.

7. Funnel analytics and friction removal

With people-level funnel tracking in place — unique visitors, shoppers who carted, checkouts started, orders placed — the leaks became visible: healthy engagement with the catalog (6.6% of visitors added to cart) but a steep loss between cart and checkout.

The response was a conversion program, not a redesign. Friction points in the cart-to-checkout path were identified and removed one at a time, and **each change was released to a percentage of users first**, with conversion tracked daily for the exposed and unexposed groups, so impact was measured rather than assumed. Within two weeks the cart-to-checkout rate climbed from roughly 12% to over 30%, while checkout-to-order held at 45% — the fixes brought more shoppers to checkout without bringing weaker ones.

> *Principle: test on a slice of traffic, read the daily rate, then roll out. Never trust a before/after on the whole site.*

8. Results

- **8× return on ad spend** across the account, sustained under continuous optimization.
- **Blended cost per purchase 44% below** cold-acquisition cost.
- **Clients-seeded campaign at 58% lower cost per purchase** than new-customer acquisition — and the largest single source of orders.
- **Cart abandoners at 53% lower cost** than prospecting; **catalog retargeting at 35% lower**.
- **New-customer acquisition sustained** at a known, accepted cost — the number that lets the brand plan growth rather than hope for it.
- **Cart-to-checkout nearly tripled**; visitor-to-cart 6.6%; checkout-to-order 45%.

9. AI discoverability

Search is moving into conversations. The store was structured to be found when shoppers ask ChatGPT, Gemini, or Google's AI results for what Brandet sells — machine-readable product and brand information, answer-shaped content, and consistent entity signals. A compounding, unpaid channel most stores in the region have not yet claimed.

10. The playbook, in six lines

1. Build tracking (pixel + server-side + GA4 + UTMs) before spending.
2. Design audiences as segments with exclusions, and treat your customer list as your best seed.

3. Put one catalog everywhere the purchase can happen — including WhatsApp.
4. Run campaigns with one job each; let cost per purchase move the budget.
5. Instrument the funnel, fix friction, and prove every change on a slice of users first.
6. Set retargeting budgets by audience frequency — scale when it drops, hold when it climbs.

About Adperical. Adperical is a performance-first marketing and technology agency with offices in Beirut and California. We build the tracking, run the media, and measure what actually drives revenue — with media at cost and every platform dollar visible to the client in real time.
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