

META ADS STRATEGY

# Replay Menswear

Newbridge, Co. Kildare · [replaymenswear.ie](https://replaymenswear.ie) · 2026

PREPARED BY THOMAS KELLY · MARCH 2026 · CONFIDENTIAL

# Where We Start

Where Replay Menswear stands today — and why a Meta launch makes sense now.

## IN PLACE

### Existing Strengths

- Shopify store live — replaymenswear.ie
- 100+ years of local reputation in Newbridge
- Premium brand portfolio: Carhartt, Tommy Jeans, CK, Dickies, Farah
- Free shipping over €69 — strong conversion hook
- Physical store: Whitewater Shopping Centre

## STARTING POINT

### What We're Working With

- Facebook page: 0 followers
- No pixel data — clean slate
- No existing ad creative
- Brand images available (same as every competitor)
- Phase 1 budget: €500/month (scaling to €1,000 in Phase 3)

## THE OPPORTUNITY

### Why This Can Work

- Kildare market genuinely underserved for premium menswear online
- Strong brands drive search intent — Meta can intercept it
- Meta's interest-based targeting can drive early traffic while the pixel learns
- Local trust + premium brand access = a positioning no brand-direct store can replicate

## THE POSITIONING INSIGHT

The brands Replay stocks (Carhartt, Tommy Jeans, CK) have powerful awareness but impersonal direct channels. Replay offers something those direct stores can't: local expertise, curation, and trust built over a decade. That's the angle.

# **Messaging Framework**

# Positioning & Messaging

The right position for each stage of the funnel — from cold audience to purchase.

## CORE POSITIONING LINE

"The brands you know. The shop you can trust." — Replay carries the names men already want. The ad's job is to make it obvious that they don't need to order from a faceless warehouse when there's a trusted local alternative.

STAGE	GOAL	MESSAGE ANGLE	EXAMPLE COPY HOOK
<b>COLD</b>	<b>Brand awareness</b> Reach men who know the brands but don't know Replay	<b>Legitimacy + curation</b> We stock the real thing. Selected in-store by people who know menswear.	<i>"Carhartt. Tommy Jeans. Dickies. All in one place. Free shipping over €69 — shop Replay Menswear."</i>
<b>COLD</b>	<b>Seasonal intent</b> Reach men actively looking to update their wardrobe	<b>New arrivals + freshness</b> Position around season change — the natural moment men buy.	<i>"New season just landed in Newbridge. Tommy Jeans, Carhartt, Farah — browse the new collection online."</i>
<b>WARM</b>	<b>Reduce friction</b> Re-engage site visitors who browsed but didn't buy	<b>Remove objections</b> Free shipping over €69 is the single best objection-remover for a store people haven't bought from before.	<i>"Still thinking about it? Free shipping on orders over €69 — easy returns. Shop the brands you know."</i>
<b>HOT</b>	<b>Close the sale</b> Re-engage cart abandoners and product viewers	<b>Urgency + specificity</b> Show the exact product they viewed. Add limited availability if true. No need for a discount — scarcity works.	<i>"You were looking at this. Only a few left — order today for free shipping over €69."</i>

# Campaign Structure

# The 3-Phase Approach

Each phase is unlocked by data thresholds — not a calendar date. Move when the numbers say move.

## PHASE 01 · MONTHS 1-2

### Launch & Learn

One CBO campaign with a single ad set containing 3–5 diverse creatives. This consolidates all budget into one learning pool, giving the algorithm enough data to optimise at €500/month. Interest-based targeting optimised for Add to Cart events. €50 engagement budget builds social proof on a new page.

**Gate to Phase 2:** 500+ site visitors in the pixel pool and 15+ purchase events. Not a time target — a data target.

CTR

CPC

Sessions

Pixel Events

## PHASE 02 · MONTHS 3-4

### Optimise & Retarget

Retargeting layer activates when the visitor pool hits 500–1,000. Advantage+ Shopping campaigns launch here — the pixel now has data to work with. Lookalike audiences launch once pixel purchase events exceed 100. Budget concentrates on what Phase 1 proved.

**Gate to Phase 3:** ROAS 2.0x+ sustained for 3+ consecutive weeks and cost-per-purchase stabilising within 20% week-on-week.

ROAS

Cost/Purchase

Add-to-Cart

## PHASE 03 · MONTH 5+

### Scale on Proof

Budget increases in controlled 20% increments every 5–7 days. Never increase spend on a hunch. Target ROAS 2.5–3.5x. Begin national expansion once local ROAS is proven.

**Budget ceiling:** €1,000/month when Phase 2 criteria are met.

Revenue

Scaling Efficiency

Frequency

## WHY ADD TO CART FIRST, THEN PURCHASE

At €500/month, optimising directly for Purchase keeps ad sets stuck in Meta's learning phase — you need ~50 conversion events per week per ad set to exit it. Add to Cart events happen 3–5x more often, giving the algorithm enough signal to learn. Once we have 25+ purchases in the pixel (typically month 2–3), we switch the optimisation event to Purchase and test Advantage+ Shopping.

# Campaign Management Rules

Non-negotiable rules for running and managing the account day-to-day.

## TESTING STRUCTURE: 1 CBO · 1 AD SET · 3–5 DIVERSE CREATIVES

At €500/month (~€16.50/day), splitting budget across multiple ad sets starves each one of data — they stay stuck in "Limited Learning" permanently. Instead, run one consolidated ad set with 3–5 creatives and let Meta's algorithm decide which gets spend. Launch new creatives on Mondays. Wait 72 hours. If a creative shows €0 spend, Meta considers it too similar to another — replace it with something materially different.

## CREATIVE DIVERSITY = TARGETING

Meta's Andromeda algorithm now matches ads to users based on creative signals, not demographics. If your ads all look the same — same layout, same style, same angle — Meta treats them as one ad and compresses your reach. Every ad should be materially different: mix static images, UGC video, text-heavy direct response, carousels, and lifestyle content.

## DISABLE AI ENHANCEMENTS IMMEDIATELY

Meta's Advantage+ settings will turn on without your consent — inserting AI-generated creative, expanding audiences, and modifying ad copy. Check every campaign 2–3 times per week. Ensure "Advantage+ Creative" is OFF. Ensure "Advantage Audience" is set to your specifications, not Meta's default expansion. This takes 10 minutes and prevents your brand images from being replaced by AI-generated content.

## TRACK MER, NOT JUST PLATFORM ROAS

Meta's reported ROAS is inflated by view-through attribution and increasingly unreliable at low budgets. Track Marketing Efficiency Ratio (MER):  $\text{total Shopify revenue} \div \text{total ad spend}$ . This gives you the business-level truth. At €500/month, in-platform ROAS sample sizes are too small to be statistically meaningful — MER cuts through the noise.

## THE OFFER MATTERS MORE THAN THE STRUCTURE

At this budget level, your offer will move the needle far more than any account structure optimisation. Test at least 2–3 offers: free shipping threshold (already in place at €69), a 10% first-order discount via email capture, and a gift-with-purchase on orders over €100. Select the version that produces the highest margin per session and use it across all ad creative.

# Budget & Scaling Logic

Phase 1 starts at €500/month. Every budget increase requires meeting specific data thresholds first.

Phase	Monthly Ad Spend	Budget Split	Target ROAS	Expected Revenue
Phase 1 · Months 1–2	€500	1 CBO / 1 ad set / 3–5 creatives (ATC) €350 · Broad prospecting €100 · Engagement €50	0.5–1.0x (learning phase)	Not the measure. Pixel learning is.
Phase 2 · Months 3–4	€500	Advantage+ Shopping €250 · Retargeting €150 · Interest winners €100	1.5–2.5x	€750–€1,250/month
Phase 3 · Month 5+	€750– €1,000*	Proportional scaling of winners. Kill losers.	2.5–3.5x	€2,500–€3,500/month

\*Phase 3 budget increase only authorised when Phase 2 proves 2.0x+ ROAS for 3+ consecutive weeks. Budget increases in 20% increments every 5–7 days.

## SCALING TRIGGERS (ALL FOUR REQUIRED SIMULTANEOUSLY)

ROAS 2.0x+ for 3 consecutive weeks · Cost-per-purchase within 20% week-on-week · 15+ purchase events · Creative frequency below 3.5

## AVERAGE ORDER VALUE — THE HIDDEN LEVER

AOV determines whether your ROAS is real. A 2.5x ROAS on a €45 AOV returns €112.50 on €45 ad spend — marginal. The same ROAS on an €85 AOV returns €212.50. Track AOV from day one and optimise ad products toward higher-ticket items. Carhartt jackets and Tommy Jeans outerwear will drive better economics than accessories.

# Target Audience

Three primary segments, each with a distinct message and funnel entry point.

## PRIMARY SEGMENT

### The Brand-Conscious Buyer

Men 25–44 · Leinster

- Already knows and buys Carhartt, Tommy Jeans, CK
- Currently ordering from brand-direct or ASOS
- Quality over price — not bargain-hunting
- Golf, gym, GAA, outdoor lifestyle interests
- Prime earning years, established style

**Message:** The brands you already buy — curated, local, with free shipping.

## SECONDARY SEGMENT

### The Premium Loyalist

Men 45–55 · Kildare + Surrounding

- Higher spend per item — fewer, better
- Loyal to premium brands, not fast fashion
- Values a trustworthy retailer, not just the cheapest
- Responds to heritage and quality messaging
- Facebook Feed (35+) is primary placement

**Message:** 10+ years in Newbridge. The brands worth buying.

## AUDIENCE SEGMENT

### The Gift Buyer

Women 28–50 · Leinster — Seasonal activation

- Women buying gifts for partners, fathers, sons
- Activated at Christmas, Father's Day, Valentine's Day
- Needs reassurance: right brand, right size, easy returns
- High purchase intent — they come in to buy, not browse
- A separate ad set with gender targeting in Oct–Dec

**Message:** The brands he actually wears. Gift sorted.

## Interest & Behavioural Targeting

### Brand Affinity

Tommy Hilfiger · Calvin Klein · Carhartt · Fred Perry · Hugo Boss · Lacoste

### Lifestyle Interests

Golf · Rugby · GAA · Gym & Fitness · Outdoor Activities · Men's fashion

### Behavioural Signals

Online shoppers · Engaged shoppers (Meta) · Fashion & clothing purchasers

### Month 3+ — Lookalike Audiences

1% LAL of pixel purchasers · 2% LAL of add-to-cart · Value-based LAL from buyer AOV

# Content & Creative

# Content Strategy

Creative is the new targeting. Meta's algorithm matches ads to users based on creative signals, not demographics. The more diverse your creative, the more audience pockets Meta can unlock. Every ad should be materially different — not iterations of the same concept.

## START HERE

### Brand Images

Calvin Klein, Tommy Jeans, Carhartt — high quality. Caveat: every competitor has the same images. Use as a starting point only.

## PRIORITY — WEEK 2

### Phone Video Reels

30–60 sec in-store video. New arrivals, outfit combinations, product walkthroughs. Vertical 9:16. Outperforms studio content within weeks.

## UNDERRATED

### Static Image Ads

Product on clean background with bold text overlay. Cheap to produce, fast to iterate, and consistently matches or outperforms video. Mix product shots, flat lays, and text-heavy direct response creatives.

## OUTFIT STORIES

### Carousel Ads

'Shop the Look' — brand images assembled in Canva. Each card tells part of a story. Drives higher engagement and multi-product discovery.

## VOLUME TOOL

### Zeely Templates

Generate ad format variations quickly. Seasonal offers, free shipping announcements, brand spotlights. Good for maintaining creative freshness at scale.

## WEEK 2 — CRITICAL

### UGC-Style Content

Staff on camera: "Just got these in..." Casual, authentic, first-person. The single strongest performing creative type across DTC fashion. Start from day one — do not wait until Month 3. iPhone quality is ideal.

# Ad Format Examples


Six real ad mockups showing how Replay products appear in Meta placements — using actual product imagery from the store.

## 01 — SINGLE IMAGE FEED AD

The Phase 1 workhorse. One product, clean image, strong CTA. Runs in Facebook + Instagram Feed (1:1 ratio).

**RM** **Replay Menswear**  
Sponsored · 🌐

Carhartt WIP. Tommy Jeans. Calvin Klein. All under one roof in Newbridge.  
Free shipping on orders over €69 🚚



REPLAYMENSWEAR.IE

**Carhartt WIP Chase Sweatshirt — €80**  
The brands you know. The shop you can trust.


[Shop Now](#)

## 02 — CAROUSEL AD: MULTI-BRAND SHOWCASE


Each card features a different brand. Drives product discovery and higher dwell time than single image. 1:1 per card, Facebook + Instagram Feed.

**RM** **Replay Menswear**  
Sponsored · 🌐


New season just dropped. Carhartt WIP, Tommy Jeans, Dickies, Calvin Klein — all in one place.  
Free shipping over €69. Shop the full range 📌



**Carhartt WIP Nelson Sweatshirt**  
**€120**  
replaymenswear.ie



**Tommy Jeans Essential Polo**  
**€70**  
replaymenswear.ie




**Dickies Eisenhower Jacket**  
**€85**  
replaymenswear.ie

## 03 — CAROUSEL AD: SHOP THE LOOK


Curated outfit carousel. Each card is one piece of a complete look. Drives higher AOV by encouraging multi-product purchases.

**RM** **Replay Menswear**  
Sponsored · 🌐


The weekend look, sorted. Premium brands. Local shop. Free shipping over €69.



**THE POLO**  
**Tommy Jeans Essential Polo**  
**€70**



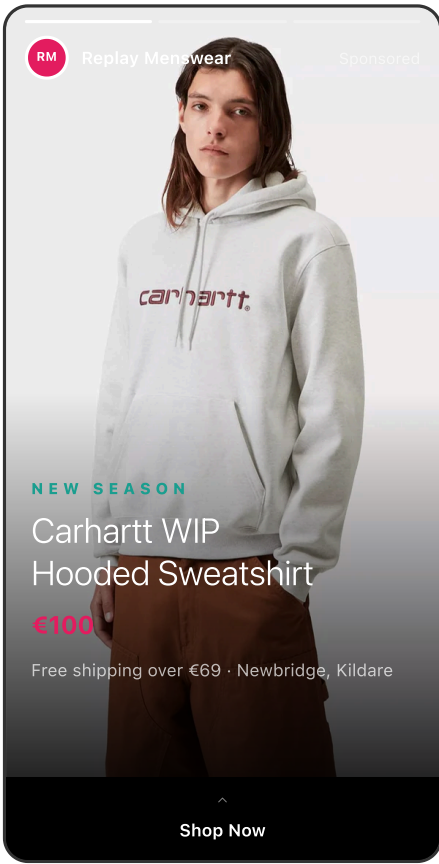
**THE TROUSER**  
**Dickies 247 Work Trousers**  
**€50**



**THE LAYER**  
**Dickies Oakport Jacket**  
**€69**

04 — INSTAGRAM STORY / REEL AD

Full-screen 9:16 vertical. Gets preferential reach on Instagram with lower CPM than feed. Best for seasonal drops and new arrivals.



RM Replay Menswear Sponsored

NEW SEASON

Carhartt WIP  
Hooded Sweatshirt

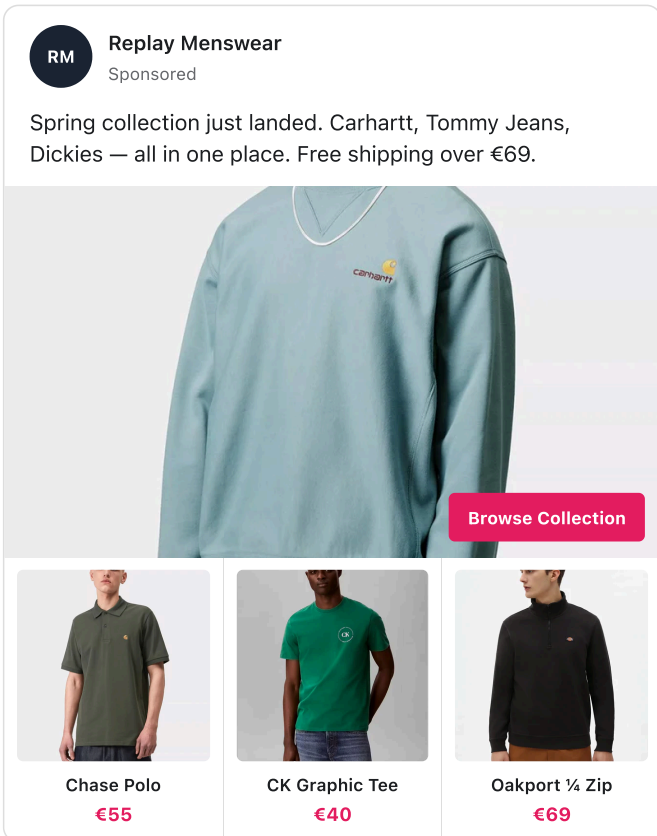
€100

Free shipping over €69 · Newbridge, Kildare

Shop Now

05 — COLLECTION AD




Hero image + instant product catalogue below. Users browse products within Meta before clicking through. High intent signal, low friction.



RM Replay Menswear Sponsored

Spring collection just landed. Carhartt, Tommy Jeans, Dickies — all in one place. Free shipping over €69.

Browse Collection

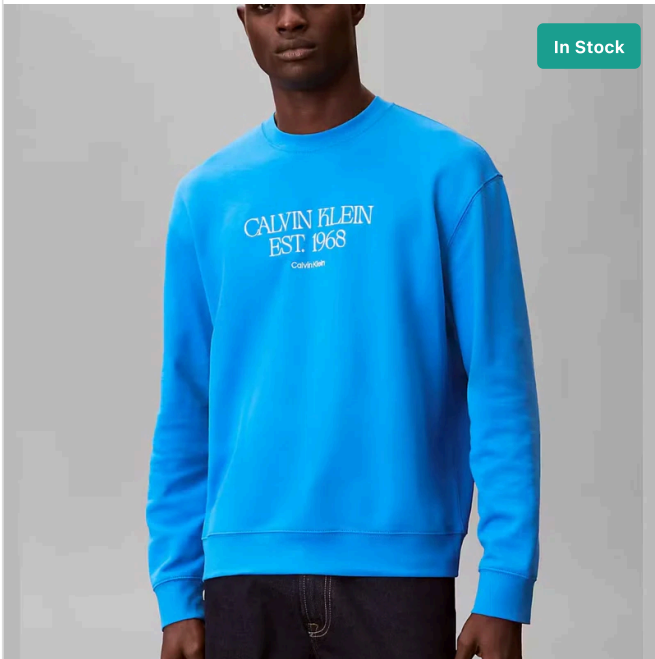
 <p>Chase Polo €55</p>	 <p>CK Graphic Tee €40</p>	 <p>Oakport 1/4 Zip €69</p>
---	---	--



Replay Menswear

Sponsored

Still thinking about it? It's still in stock — free shipping on orders over €69. Easy returns.



REPLAYMENSWEAR.IE

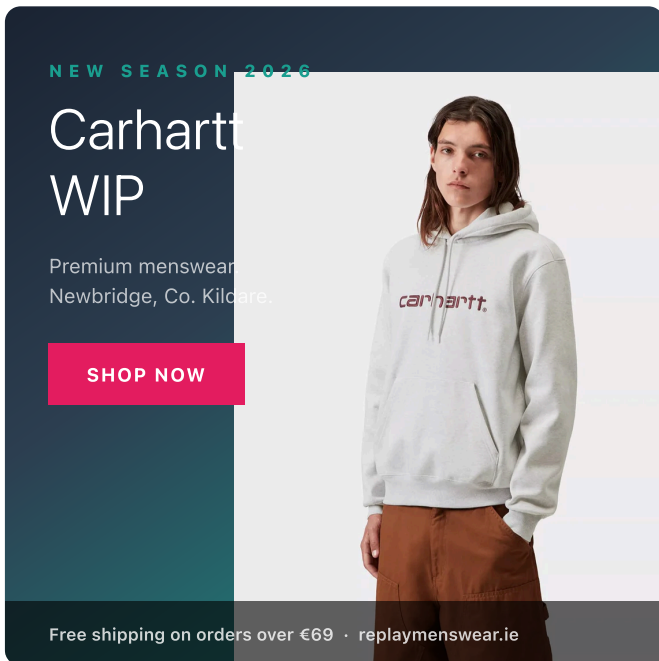
**Calvin Klein NYC Graphic Sweatshirt — €80**

Free shipping over €69 · Easy returns

[Complete Your Order](#)

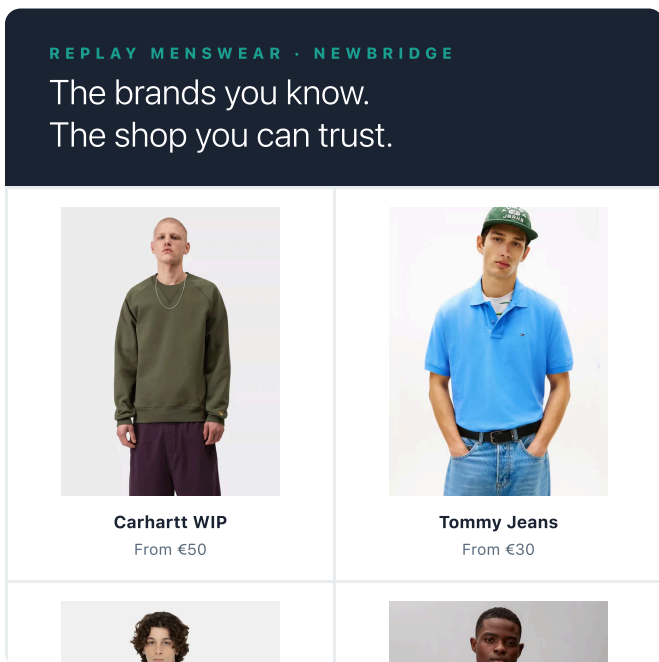
### 07 — DESIGNED AD: SEASONAL PROMOTION

Canva or Photoshop graphic — bold text overlay on product image. High visual impact in the feed. Ideal for seasonal drops and brand awareness at TOFU.



### 08 — DESIGNED AD: MULTI-BRAND SPOTLIGHT

Grid-style graphic showcasing multiple brands in one ad. High dwell time, strong brand association. Works well for cold audiences who recognise the brand names but not the store.



### THESE MOCKUPS USE ACTUAL PRODUCT IMAGES FROM REPLAYMENSWEAR.IE

Examples 01–06 show how ads appear natively in Meta placements. Examples 07–08 show designed graphics (Canva/Photoshop style) — these are the type of assets to produce in Week 2 alongside the phone shoot. In production, all images are sourced from the Shopify product catalogue.

# Reading the Data

Five signals to watch weekly — and what each one means for your next move.

Signal	What It Means
<b>Low CTR (&lt; 0.8%)</b>	Creative problem. The hook isn't earning the click. Pause the underperformer and launch a new creative with a different lead image or opening frame.
<b>Good CTR, low purchases</b>	This is NOT an ads problem. People are clicking but not buying. Audit the Shopify funnel: mobile load speed, checkout flow, product page clarity.
<b>High CPM (&gt; €22)</b>	Audience too narrow for the budget. Broaden the geographic radius by 15km or loosen interest targeting. Check Advantage+ audience expansion settings.
<b>Frequency &gt; 3.5</b>	Audience saturation. The same people have seen the same ad too many times. Introduce new creative and expand the audience pool.
<b>ATC rate &gt; 3%, purchase rate &lt; 1%</b>	Cart abandonment. Activate retargeting earlier and audit the checkout UX. Check for unexpected shipping costs or friction at checkout.

## KILL CRITERIA

Pause any creative with CTR below 0.8% after 500+ impressions and 48+ hours running. Do not pause earlier — the data is too thin to be meaningful.

# **Email & Owned Audience**

# Email Capture Strategy

Meta builds the pixel. Email is the asset you own permanently, regardless of what the algorithm does.

## Recommended Setup

Tool	Purpose
<b>Klaviyo</b> (Shopify integration)	Email + SMS list management, automations
<b>Shopify popup</b>	10% off first order in exchange for email
<b>Checkout opt-in</b>	Default-on email opt-in at checkout
<b>Meta Lead Ads</b>	Email capture directly within Meta — Month 2+

## Automation Sequences to Build

Sequence	Trigger	Goal
Welcome flow	Email sign-up	Introduce brand + redeem discount
Abandoned cart	Add-to-cart, no purchase after 1hr	Recover sale — reference free shipping
Post-purchase	First purchase complete	Thank you + review request
Win-back	No purchase in 90 days	New arrivals + seasonal offer

# Seasonal Calendar

# Seasonal Campaign Calendar

Eight moments where Replay has a natural advantage — plan the creative and budget uplifts well in advance.

● High priority ● Medium priority ● Opportunistic

WHEN	PRIORITY	EVENT / MOMENT	CAMPAIGN ANGLE
March–May	● High	Spring / New Season Arrivals	New season, new wardrobe. Lead with lightweight jackets, chinos, polos. "Spring edit just landed."
March (Feb–Mar)	● Medium	Six Nations / Rugby Season	Irish rugby audience overlap with Replay's target demo. Brand affinity + lifestyle interest targeting.
June	● Medium	Father's Day (2nd Sunday)	Activate gift buyer segment (women 28–50). "The brands he actually wears. Gift sorted." Easy returns messaging.
September	● High	Back to School / Wardrobe Reset	Men update wardrobes in September as naturally as September = new school year. "New season. Update the wardrobe."
October–November	● High	Pre-Christmas / Early Gift Buying	Activate gift buyer segment. Build awareness before Black Friday noise. Position as the considered alternative to Amazon.
Late November	● High	Black Friday / Cyber Monday	Increase budget by 30–40% if Phase 2 criteria met. Even a modest offer (free shipping, gift wrap) competes. This is the peak conversion week of the year.
December	● High	Christmas Gifting	Heaviest gift-buyer activation. Women shopping for men 25–55. "Still looking for him? We've got the brands he wants." Easy returns = lower barrier.
January	● Medium	New Year / January Sales	New Year energy. "New year, new wardrobe." Clearance opportunity on seasonal stock. Lower CPMs post-Christmas = good testing window.

## BUDGET TIMING

Plan to increase budget by 20–30% during Black Friday and Christmas (Phase 2 criteria must be met first). These two peaks generate a disproportionate share of annual e-commerce revenue.

# Stock Strategy

Spending €350 to promote 10 units of a €50 product is a guaranteed loss. Here's how to avoid it.

---

## 01 — ADVERTISE CATEGORIES, NOT PRODUCTS (DEFAULT)

An ad for 'New Season Jackets' sends traffic to the collection page. If one item sells out, the customer considers another. No single SKU bears the full weight of ad spend.

## 02 — MINIMUM STOCK DEPTH FOR PRODUCT ADS (HARD RULE)

€35–60 items: 25+ units minimum

€61–100 items: 15+ units minimum

€100+ items: 10+ units (higher margin absorbs cost)

*Below these thresholds: category ad only.*

## 03 — USE SHOPIFY AS A SAFETY NET

Set low-stock thresholds in Shopify to auto-mark items as sold out before the final units are gone. No wasted spend on unavailable stock. No customer disappointment.

## 04 — BUILD A HERO PRODUCT LIST (MONTH 1 ACTION)

Identify 8–10 products with strong stock depth, good margins, and broad appeal. These are your designated ad products. Everything else benefits from halo traffic without bearing ad cost.

# Platforms & Performance

# Platform Strategy

One platform done properly beats three platforms done poorly.

---

## ACTIVATE DAY 1

### Facebook + Instagram

One campaign covers both platforms — no extra cost or management overhead

---

Instagram Reels gets preferential algorithmic distribution and lower CPM than Facebook Feed

---

Instagram reaches 25–35 males — core of the target demographic

---

Facebook Feed works best for 35+ demographic

---

All creative produced for Facebook runs on Instagram automatically

## DEFERRED — MONTH 5+

### TikTok

Requires native, trend-driven creator content — completely different from Meta

---

Needs its own ad account, budget allocation, and reporting process

---

Splitting €500 across three platforms guarantees doing none of them well

---

Organic TikTok (no spend) is appropriate if the team is comfortable on the platform

# KPIs by Phase

Do not judge Phase 1 on revenue. The pixel is learning. Right metrics, right phase.

## PHASE 1 IS A LEARNING INVESTMENT, NOT A PROFIT ENGINE

A realistic cold-start cost-per-purchase for fashion in Ireland is €18–35. That drops in Phase 2 when retargeting warm visitors and Advantage+ Shopping come online. Don't judge Phase 1 on ROAS — judge it on pixel volume, Add to Cart events, and creative learnings.

### Phase 1 · Months 1–2 · Learning Metrics

CPM	CTR	CPC	SESSIONS/MO	EMAIL CAPTURES
€8–18	> 1.5%	< €0.80	500+	50+

### Phase 2 · Months 3–4 · Performance Metrics

ROAS	COST/PURCHASE	ADD-TO-CART	RETARGET CTR	AOV
1.5–2.5x	€12–20	> 3%	> 2.5%	Track

### Phase 3 · Month 5+ · Scale Metrics

ROAS	REVENUE	PIXEL EVENTS	FREQUENCY	COST/PURCHASE
2.5x+	↑ MoM	50+/wk	< 3.5	Stable

# Contingency Protocol

Five underperformance scenarios with a clear diagnosis and response for each. Agreed in advance, not improvised under pressure.

SIGNAL	DIAGNOSIS	ACTION
<b>CTR below 0.8%</b> After 500+ impressions, 48+ hours	Creative problem. The first frame or headline isn't earning the click. Not an audience or budget issue.	<b>Test a new hook</b> Pause the underperformer. Launch 2 new variants with different lead images or opening video frames. Keep everything else identical.
<b>CPM above €22</b> Consistently across 7+ days	Audience too narrow for the budget. Meta is running out of people to show the ad to efficiently.	<b>Widen the audience</b> Expand geo radius by 15km, or loosen interest targeting. Check if Advantage+ audience expansion is toggled on.
<b>Good CTR, no purchases</b> CTR >1.5%, cost/purchase >€40	This is NOT an ads problem. People are clicking but not buying. The issue is the website, checkout, or product pricing.	<b>Audit the funnel</b> Check mobile load speed (GTmetrix). Test the checkout yourself. Look at add-to-cart rate in Shopify Analytics. Fix friction before spending more.
<b>Frequency above 3.5</b> Phase 2+, same audience	Audience saturation. The same people have seen the same ad too many times. Diminishing returns and increasing irritation.	<b>Refresh creative + expand</b> Introduce 2 new creative variants. Expand the audience pool with a 2% lookalike or broader geo. Do both simultaneously.
<b>ROAS flat at month 4</b> Still below 1.5x after Phase 2 activates	Either the product-market fit isn't there for online, or the creative isn't converting the warm audience.	<b>Structured review</b> Test a direct offer (10% first order). Review hero product list — are you promoting the highest-margin, highest-appeal products? Brief review with client before any budget increase.

# 30-Day Quick Start

Four weeks to a live, data-generating campaign. Move through each week in order.

WEEK 1 Technical Setup	WEEK 2 Creative Production	WEEK 3 Build & Launch	WEEK 4 First Data Review
<ul style="list-style-type: none"> <li><input type="checkbox"/> Install Meta Pixel on Shopify</li> <li><input type="checkbox"/> Enable Conversions API via Shopify (server-side tracking — captures 30–40% of events the browser pixel misses post-iOS changes)</li> <li><input type="checkbox"/> Set up Meta Business Manager</li> <li><input type="checkbox"/> Configure <b>ViewContent</b> , <b>InitiateCheckout</b> , events: <b>AddToCart</b> , <b>Purchase</b></li> <li><input type="checkbox"/> Build custom audiences (7/14/30-day visitors)</li> <li><input type="checkbox"/> Audit site: mobile speed, checkout flow</li> <li><input type="checkbox"/> Install Klaviyo + set up email pop-up</li> <li><input type="checkbox"/> Set Shopify low-stock thresholds</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Select 10–12 brand-supplied images</li> <li><input type="checkbox"/> 60-min in-store phone shoot (vertical)</li> <li><input type="checkbox"/> 4 ad variants: 2 static, 2 video</li> <li><input type="checkbox"/> 3 copy variations — include free shipping hook in each</li> <li><input type="checkbox"/> Identify 8–10 hero products with strong stock depth</li> <li><input type="checkbox"/> Build 2 carousel 'Shop the Look' ads in Canva</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Build 1 CBO campaign — 1 ad set with 3–5 diverse creatives, optimised for ATC (€350)</li> <li><input type="checkbox"/> Set broad prospecting campaign (€100)</li> <li><input type="checkbox"/> Add engagement campaign — €50</li> <li><input type="checkbox"/> Disable all AI enhancements (Advantage+ Creative OFF)</li> <li><input type="checkbox"/> Configure UTM tracking · test-purchase from the store yourself</li> <li><input type="checkbox"/> Launch on a Monday — no changes for 72 hours minimum</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Review day-7 performance data</li> <li><input type="checkbox"/> Pause any creative with CTR &lt; 0.8%</li> <li><input type="checkbox"/> Increase budget on best performing creative</li> <li><input type="checkbox"/> Verify all pixel events are firing correctly</li> <li><input type="checkbox"/> Check email capture is collecting sign-ups</li> <li><input type="checkbox"/> Month 1 report to client</li> </ul>

## CRITICAL: FIVE PIXEL EVENTS REQUIRED

PageView, ViewContent, AddToCart, InitiateCheckout, Purchase. All five must fire correctly before launch — both browser pixel and Conversions API (server-side). Run the Pixel Helper Chrome extension and check Events Manager for deduplicated server events. Missing mid-funnel events means the algorithm flies blind.

# Strategy at a Glance

Everything you need to remember on one page.

Core Decisions	
<b>Campaigns</b>	1 CBO / 1 ad set / 3–5 creatives (ATC) Phase 1. ASC from Phase 2 with proven winners.
<b>Platforms</b>	Facebook + Instagram from day one. TikTok deferred to Month 5+.
<b>Content</b>	60-min phone shoot + maximum creative diversity: static, UGC, carousel, text-heavy. Every ad materially different.
<b>Stock</b>	Category ads as default. Product ads only with 25+ units at €35–60 price point.
<b>Message</b>	"The brands you know. The shop you can trust." Free shipping on every ad.
<b>Email</b>	Klaviyo from day one. 10% first-order pop-up. Abandoned cart automation.
<b>Retargeting</b>	Activated Month 2 when visitor pool hits 500–1,000. Lookalikes in Month 3.
<b>Scaling</b>	Budget increases only when ROAS exceeds 2.0x for 3+ consecutive weeks.
<b>Success</b>	Phase 1: CTR + sessions. Phase 2: ROAS. Phase 3: revenue growth.

## THE 5 THINGS THAT WILL DETERMINE SUCCESS

1. Creative diversity — every ad must be materially different. Mix static, UGC, carousels, text-heavy. This IS your targeting now.
2. Free shipping messaging — feature it on every ad, every stage.
3. MER over ROAS — track total Shopify revenue ÷ total ad spend. Platform ROAS is unreliable at this budget.
4. Offers beat structure — test 2–3 different offers (free shipping, 10% first order, gift-with-purchase). The right offer moves the needle more than any technical setup.
5. Disable AI enhancements — check 2–3x per week. Meta will turn them on without consent.

## IMMEDIATE NEXT STEPS

- Week 1: Technical setup — pixel, CAPI, Klaviyo, disable all AI enhancements
- Week 2: In-store shoot + 4 diverse creatives (static, UGC, carousel, text-heavy)
- Week 3: Launch 1 CBO / 1 ad set / 3–5 creatives (ATC). Monday launch, 72hr wait.
- Month 2: Switch to Purchase optimisation. Test retargeting when pool hits 500.
- Month 3: Activate ASC with proven winners. Test lookalikes from purchaser data.

**Replay Menswear · Meta Ads Strategy 2026**

Prepared by Thomas Kelly · March 2026 · Confidential — Prepared exclusively for Replay Menswear