TK DIGITAL

Replay Menswear

Meta Ads Performance Report

Reporting Period: 16 April – 24 May 2026 (5 Weeks)

Comparison Period: 8 March – 15 April 2026

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Executive Summary

Five weeks in. The ads are driving traffic, generating sales, and giving us enough data to know what's working and what to cut. Here are the numbers.

Meta Ads — Key Metrics

€576.24	145,019	4,731	11
Total Spend	Impressions	Link Clicks	Purchases

€785	1.36x	€0.12	€3.97
Revenue (Meta)	Blended ROAS	Avg CPC	Avg CPM

Shopify — Store Performance (vs Prior Period)

€1,597	18	2,497	€88.27
Total Sales	Orders	Sessions	AOV
+122%	+157%	+170%	-5%

Headlines

- **Revenue more than doubled** — Shopify total sales reached €1,597, up 122% against the pre-campaign comparison period.
- **Facebook is now the #1 social traffic source** — 844 sessions from Facebook (up 6,900%) and 240 from Instagram (up 11,900%), driving €565 in attributed sales.
- **Week 4 campaign is the top performer** — 2.13x ROAS with 6 purchases at €34 CPA, the strongest return of all three campaigns.
- **Conversion rate needs attention** — 0.64% site-wide conversion is below the 1-2% e-commerce benchmark, though add-to-cart rate jumped 289%.

Meta Ads — Campaign Performance

Three campaigns ran over the five weeks. Two were purchase-optimised, one was traffic-only. The difference in results tells the story.

Campaign	Spend	Impressions	Reach	Clicks	CPC	Purchases	Revenue	ROAS
Broad Targeting Ire	€235.57	29,489	8,816	408	€0.53	5	€350	1.49x
Week 3 Test	€136.84	80,235	34,064	3,856	€0.04	—	—	—
Week 4 Test	€203.83	35,295	10,931	467	€0.38	6	€435	2.13x
TOTAL	€576.24	145,019	53,811	4,731	€0.12	11	€785	1.36x

Campaign Analysis

Broad Targeting Ire

The original broad-targeting campaign delivered a solid 1.49x ROAS with 5 purchases at a CPA of €47.11. It reached 8,816 people at a frequency of 3.3, which is on the higher side — the audience has seen the ads multiple times. This campaign is now inactive.

Week 3 Campaign Test

This was a traffic-optimised campaign (not conversion-optimised), which explains the massive click volume (3,856 clicks at €0.04 CPC) but zero tracked purchases. It reached 34,064 people at very low cost — effective for awareness but not configured to drive sales. CPM of €1.71 is exceptionally low.

Week 4 Campaign Test (Active)

The strongest performer — 6 purchases, €435 in revenue, and a 2.13x ROAS at €34 CPA. This campaign is still active and is the current workhorse. CPC of €0.38 is reasonable for a purchase-optimised campaign. The conversion data here validates the audience and creative direction.

Ad Set & Creative Performance

The Broad Targeting campaign split budget across product categories. Meta's algorithm decided where to spend — and it picked winners fast. Data below covers 17 Apr – 2 May, the period with ad-set-level exports.

Ad Set / Creative	Spend	Impressions	Clicks	CPC	Purchases	Revenue	ROAS
T-Shirts (Tommy + Carhartt)	€193.21	25,217	339	€0.53	4	€240	1.24x
Chinos & Pants	€21.30	2,030	30	€0.61	—	—	—
Shirts (Selected + Farah)	€12.70	1,183	24	€0.44	—	—	—
Knitwear (Selected)	€3.53	414	4	€0.71	—	—	—

Creative Insights

- **T-Shirts dominate spend and results** — 84% of campaign budget went to the T-Shirts ad set, which delivered all 4 purchases in this period. Meta's algorithm clearly favoured this category.
- **Chinos generated add-to-carts but no purchases** — 2 add-to-cart events suggest interest, but the audience didn't convert. Worth testing with different creative or retargeting.
- **Shirts and Knitwear received minimal spend** — Meta allocated very little budget here. Low CTR and no conversions suggest these product categories need fresh creative or better seasonal timing.
- **Tommy and Carhartt brands resonate** — The top-performing creative featured Tommy Hilfiger and Carhartt branded products, which aligns with the Shopify best-sellers data.

Shopify Store Performance

Store-wide numbers for 16 Apr – 24 May vs the prior period (8 Mar – 15 Apr). These cover all traffic — Meta, Google, direct — so we can see the full picture.

Revenue Breakdown

Metric	This Period	Change
Gross Sales	€1,739.58	+167%
Discounts	-€45.00	—
Returns	-€449.74	+233%
Net Sales	€1,244.84	+141%
Shipping Charges	€28.49	+77%
Taxes	€323.23	+327%
Total Sales	€1,596.56	+122%

Conversion Funnel

Stage	Count	Rate	Change
Sessions	2,497	100%	+170%
Added to Cart	70	2.8%	+289%
Reached Checkout	44	1.76%	+238%
Completed Purchase	16	0.64%	+129%

Funnel Analysis

- **Traffic is up massively (+170%)** — Meta Ads are clearly driving volume. Sessions jumped from ~925 to 2,497.
- **Add-to-cart rate of 2.8% is healthy** — up 289%, meaning the traffic is engaged and interested in products.
- **Cart-to-checkout drop-off is the bottleneck** — 70 people added to cart but only 44 reached checkout (37% drop). This could be a shipping cost surprise, account creation friction, or payment options.
- **Checkout-to-purchase is strong** — 36% of people who started checkout completed it (44 → 16), which is above average.
- **Returns are high at €450** — 26% of gross sales returned. Worth investigating whether this is sizing-related or product expectation issues.

Traffic Sources & Attribution

Sales by Referring Channel

Channel	Revenue	Sessions	Notes
Google (organic)	€906	204+	Existing organic revenue, steady
Facebook (social)	€520	844	Entirely driven by Meta Ads
Direct	€0	148	Brand awareness — no direct sales
Instagram (social)	€45	240	Awareness-stage, lower purchase intent
replaymenswear (direct)	€154	—	Direct URL traffic, up 157%

Geographic Distribution

Location	Sessions	Change
Dublin, Ireland	679	+245%
Other Ireland	243	+141%
Oregon, US (Prineville)	168	+16,700%
Iowa, US (Council Bluffs)	116	+29%
Texas, US (Fort Worth)	79	+7,800%

Attribution Notes

- **Facebook is generating real revenue** — €520 in Shopify-attributed sales from social · facebook, directly tied to the ad campaigns.
- **Meta reports €785 in purchase conversion value** — higher than Shopify's €520 Facebook attribution. The gap is normal due to different attribution windows (Meta uses 7-day click / 1-day view; Shopify uses last-click).
- **US traffic is bot/crawler noise** — Prineville (Meta data centres) and Council Bluffs (Google data centres) are known bot locations. These 280+ sessions are not real customers. The Irish traffic is the real audience.
- **Dublin dominates** — 679 sessions from Dublin (up 245%), which aligns with the Ireland-targeted ad campaigns.

Products & Audience Insights

Top Selling Products

Product	Revenue
Tommy Hilfiger Leather Contrast Trainers — White	€100
Tommy Jeans Mixed Texture Cupsole Trainers	€100
Dickies Payson Pullover Hoodie — Light Grey	€85

Top Products by Sell-Through Rate (100%)

Product	Sell-Through
XV Kings Jafar Slim Fit T-Shirt — Light Grey	100%
XV Kings Tiger Polo Shirt — Pink	100%
XV Kings Jafar Slim Fit T-Shirt — Light Blush	100%
Dickies Polk Midweight T-Shirt — White	100%

Top Landing Pages

Landing Page	Sessions	Change
Homepage (/)	597	+53%
XV Kings Tiger Polo — Pink	101	—
XV Kings Tiger Polo — Light Blue	73	—
Tommy Hilfiger Leather Trainers	42	+367%
Blog: Men's Casual Outfits in Ireland	41	—

Device Breakdown

Device	Sessions	Share	Change
Mobile	1,400	58%	+182%
Desktop	1,000	41%	+155%
Tablet	12	<1%	+300%

Key takeaway: 58% of sessions are mobile (up 182%). The site needs to be sharp on mobile checkout. XV Kings polos drove 174 combined landing page sessions — the ad creative for those products is working.

What's Working

Purchase-optimised campaigns deliver real ROAS

The Week 4 campaign hit 2.13x ROAS, proving that when Meta's algorithm is given a purchase objective and enough data, it finds buyers. This is the model to scale.

The T-Shirts / branded product angle works

Tommy Hilfiger, Carhartt, XV Kings, and Dickies products are the top sellers. Brand-name creative with clear product shots is outperforming. The T-Shirts ad set captured 84% of the Broad campaign budget because Meta's algorithm rewarded it.

Traffic has exploded — brand awareness is building

2,497 sessions (up 170%), Facebook sessions up 6,900%, Instagram up 11,900%. Even direct traffic to replaymenswear.ie is up 157%. Ads are generating both clicks and brand recall.

The ad creative is engaging

Add-to-cart rate jumped 289% and checkout starts jumped 238%. People who land on the site are engaging with products — the creative-to-landing-page experience is working.

€34 CPA on the best campaign is competitive

For a menswear retailer with an €88 AOV, a €34 cost per acquisition on the Week 4 campaign is a strong starting point. This gives a first-order margin of ~€54 per new customer before COGS.

Recommendations for Next Phase

1. Scale the Week 4 Campaign

Priority: HIGH

This is the winning formula — purchase-optimised, broad targeting in Ireland, 2.13x ROAS. Increase the daily budget incrementally (20% per week) and monitor CPA. If CPA stays under €40, keep scaling.

2. Retire the Week 3 Traffic Campaign

Priority: HIGH

The traffic campaign generated 3,856 clicks at €0.04 each, but zero purchases. Traffic campaigns train Meta's algorithm to find clickers, not buyers. Reallocate this budget to purchase-optimised campaigns.

3. Fix the Cart-to-Checkout Drop-off

Priority: HIGH

37% of add-to-carts don't reach checkout. Investigate: are shipping costs shown late? Is guest checkout available? Are payment options limited? Even a 10% improvement here could add 2-3 extra orders per period.

4. Address the Returns Rate

Priority: MEDIUM

€450 in returns (26% of gross) is high. Check if it's sizing-related — if so, adding a size guide to product pages and ads could reduce returns and protect margin.

5. Test Retargeting

Priority: MEDIUM

With 70 add-to-carts and only 16 purchases, there are 54 warm prospects who didn't buy. Set up a retargeting campaign for cart abandoners and site visitors with a discount incentive or urgency angle.

6. Expand Winning Product Categories

Priority: MEDIUM

Tommy Hilfiger, Dickies, and XV Kings are the proven sellers. Create new ad sets focused specifically on these brands' summer collections — shorts, polos, and trainers for the June-July season.

7. Leverage the Blog for SEO + Ads

Priority: LOW

The blog post 'Men's Casual Outfits in Ireland' drove 41 sessions organically. Consider boosting high-performing blog content as ads to warm audiences before hitting them with product ads (content-first funnel).

Summary & Next Steps

Five weeks ago, Replay had almost no social traffic. Now Facebook is the second-largest revenue channel behind Google organic. The ads are working — the question is where to push harder and what to fix.

Metric	Result	Verdict
Total Ad Spend	€576.24	Within budget
Meta-Attributed Revenue	€785	Positive ROAS
Shopify Total Sales	€1,596.56	+122% vs prior
New Customers via Social	844+ sessions	Awareness building
Best Campaign ROAS	2.13x (Week 4)	Scale this
Conversion Rate	0.64%	Needs improvement
Returns Rate	26% of gross	Investigate sizing

Immediate Actions

- Scale the Week 4 campaign — increase daily budget by 20% this week
- Pause or retire the Week 3 traffic-only campaign
- Set up a cart-abandonment retargeting audience
- Audit the checkout flow for friction points (shipping cost visibility, guest checkout, payment methods)
- Investigate returns — are specific products or sizes causing issues?

For Discussion on the Call

- Budget allocation for June — do we increase overall spend?
- Seasonal creative — summer product focus (shorts, polos, trainers)?
- Retargeting strategy — discount offer vs urgency-based messaging?
- Any upcoming sales events or promotions to factor into ad strategy?

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