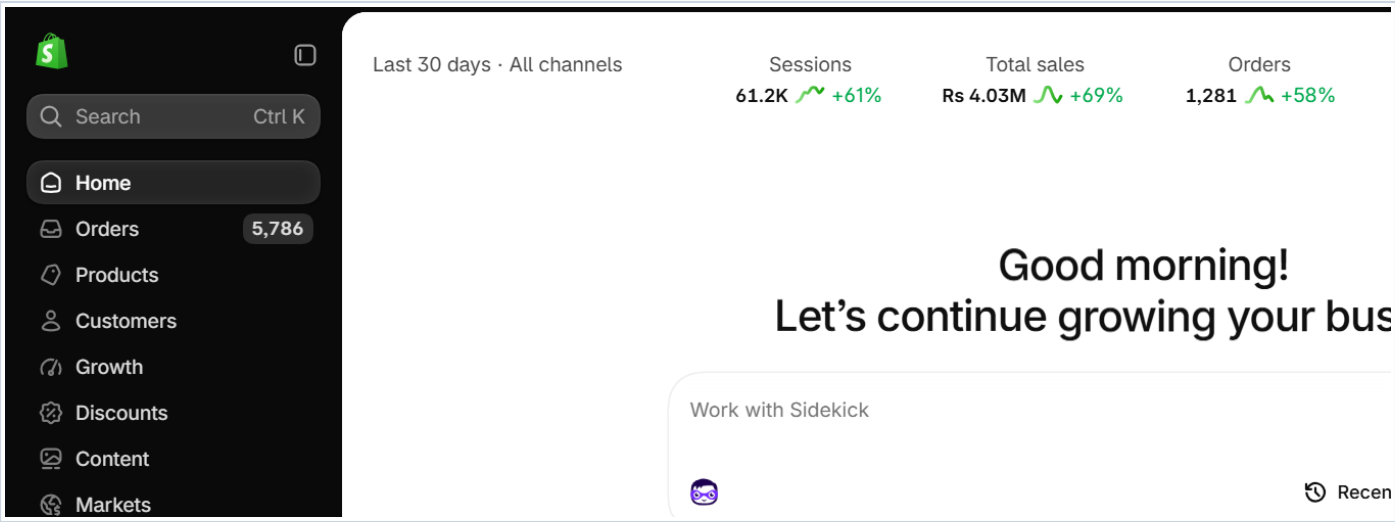
Muhammad Babar
Shopify Developer & Performance Marketer | Case studies

Case study 1: Kids' fashion store (sales)

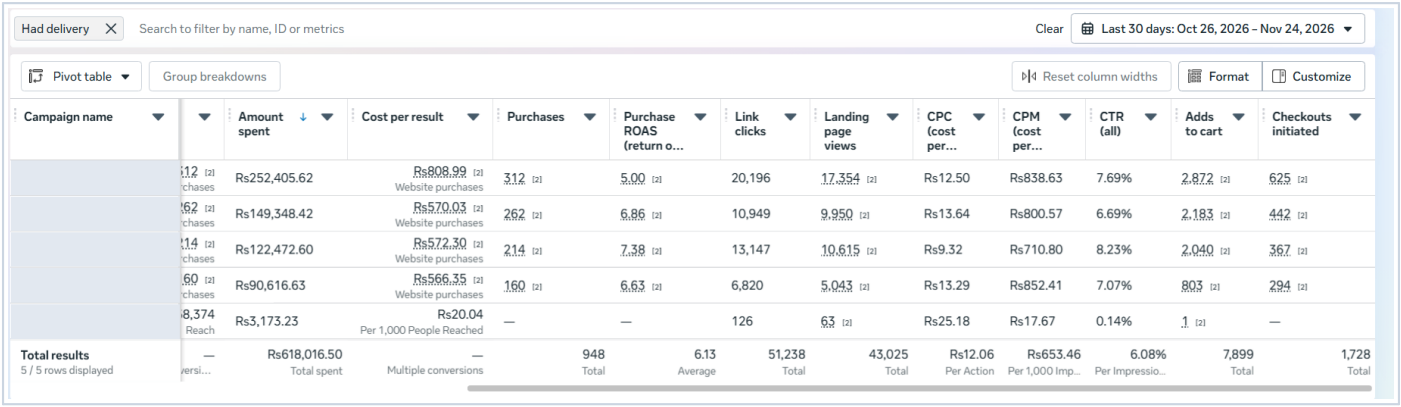
Shopify build + Meta Ads + TikTok Ads, run by me.

Rs 4.03M	1,281	948	6.13x
store sales, last 30 days	orders (+58%)	Meta purchases	Meta purchase ROAS

Shopify dashboard: last 30 days, all channels. Sessions 61.2K (+61%), total sales Rs 4.03M (+69%), orders 1,281 (+58%).



Meta Ads Manager, sales campaigns, Oct 26 - Nov 24, 2026: Rs 618,016 spend, 948 purchases, 6.13 average purchase ROAS, 6.08% CTR.



Had delivery | Search to filter by name, ID or metrics | Clear | Last 30 days: Oct 26, 2026 – Nov 24, 2026

Pivot table | Group breakdowns | Reset column widths | Format | Customize

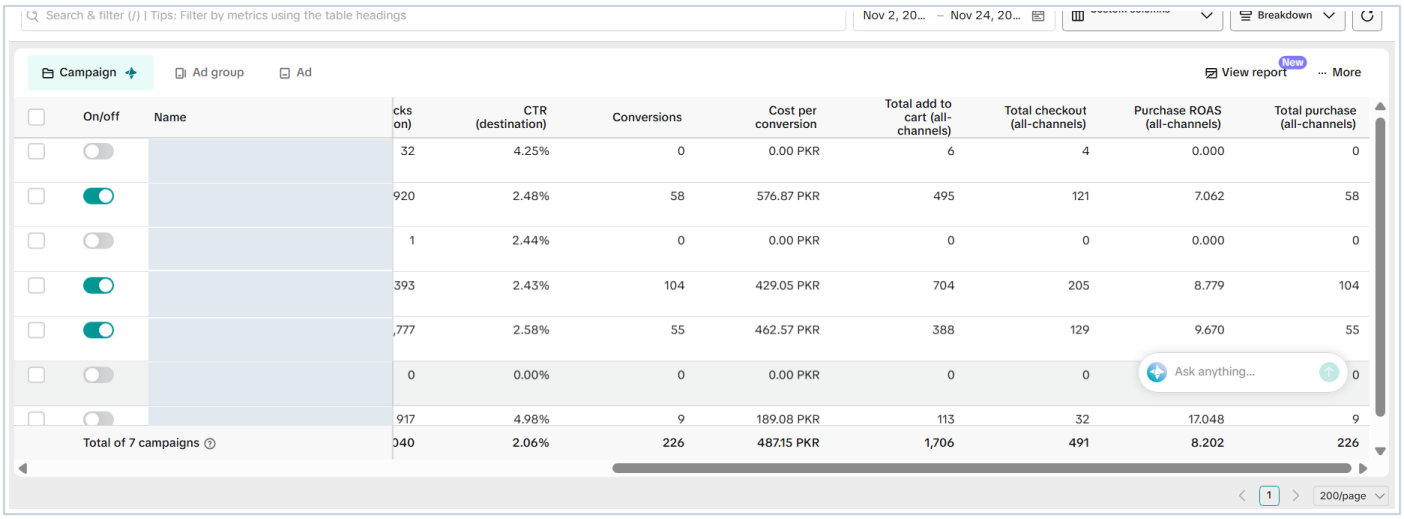
Campaign name		Amount spent	Cost per result	Purchases	Purchase ROAS (return o...	Link clicks	Landing page views	CPC (cost per...	CPM (cost per...	CTR (all)	Adds to cart	Checkouts initiated
	12 chases	Rs252,405.62	Rs808.99 Website purchases	312	5.00	20,196	17,354	Rs12.50	Rs838.63	7.69%	2,872	625
	62 chases	Rs149,348.42	Rs570.03 Website purchases	262	6.86	10,949	9,950	Rs13.64	Rs800.57	6.69%	2,183	442
	14 chases	Rs122,472.60	Rs572.30 Website purchases	214	7.38	13,147	10,615	Rs9.32	Rs710.80	8.23%	2,040	367
	60 chases	Rs90,616.63	Rs566.35 Website purchases	160	6.63	6,820	5,043	Rs13.29	Rs852.41	7.07%	803	294
	8,374 Reach	Rs3,173.23	Rs20.04 Per 1,000 People Reached	—	—	126	63	Rs25.18	Rs17.67	0.14%	1	—
Total results 5 / 5 rows displayed	—	Rs618,016.50 Total spent	— Multiple conversions	948 Total	6.13 Average	51,238 Total	43,025 Total	Rs12.06 Per Action	Rs653.46 Per 1,000 Imp...	6.08% Per Impressio...	7,899 Total	1,728 Total

Case study 1 (continued): TikTok Ads

Sales campaigns for the same store.

226	Rs 487	8.2x	2.06%
TikTok purchases	cost per purchase	purchase ROAS	CTR (destination)

TikTok Ads Manager, Nov 2 – 24, 2026, 7 campaigns: 226 purchases, Rs 487.15 per purchase, 1,706 add to cart, 491 checkouts.



Search & filter (/) | Tips: Filter by metrics using the table headings — Nov 2, 20… – Nov 24, 20… — Breakdown

Campaign | Ad group | Ad — View report (New) — More

On/off	Name	cks on)	CTR (destination)	Conversions	Cost per conversion	Total add to cart (all-channels)	Total checkout (all-channels)	Purchase ROAS (all-channels)	Total purchase (all-channels)
		32	4.25%	0	0.00 PKR	6	4	0.000	0
		920	2.48%	58	576.87 PKR	495	121	7.062	58
		1	2.44%	0	0.00 PKR	0	0	0.000	0
		393	2.43%	104	429.05 PKR	704	205	8.779	104
		,777	2.58%	55	462.57 PKR	388	129	9.670	55
		0	0.00%	0	0.00 PKR	0	0		0
		917	4.98%	9	189.08 PKR	113	32	17.048	9
	Total of 7 campaigns	040	2.06%	226	487.15 PKR	1,706	491	8.202	226

Ask anything…

1 — 200/page

WHAT I DID

- Designed the store and built custom Liquid sections to lift conversion (countdown timer, trust-stats bar, size guide, free-shipping bar).
- Improved mobile speed: PageSpeed 66 to 95, LCP 9.5 s to 2.9 s (Google lab test, Nov 2026).
- Set up Meta Pixel and TikTok Pixel, and run the Meta and TikTok campaigns myself.

HOW TO READ THESE NUMBERS

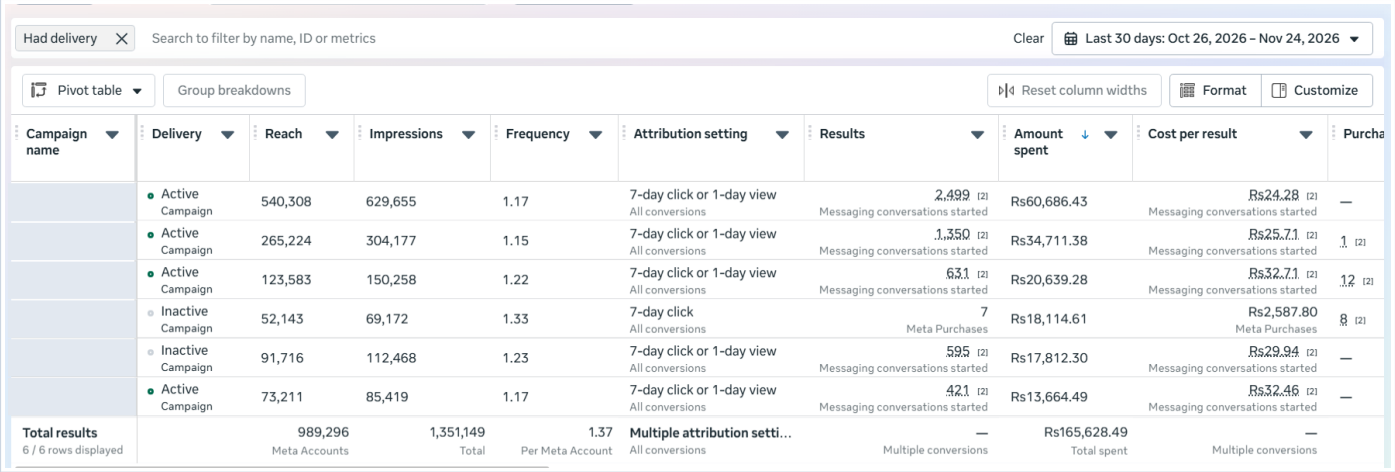
Shopify numbers are store totals from all channels, so they are not only from ads. Traffic also grew in this period. Meta and TikTok numbers are the platforms' own reported results.

Case study 2: Custom-name jewelry store (messages)

Shopify build + Meta Ads with message destination. The brand takes orders in chat, so the goal is conversations.

5.5K	Rs 24-32	Rs 166K	989K
messaging conversations	cost per conversation	total spend	people reached

Meta Ads Manager, message campaigns, Oct 26 - Nov 24, 2026: 5,496 conversations started, Rs 165,628 spend, 1.35M impressions.



Had delivery | Search to filter by name, ID or metrics | Clear | Last 30 days: Oct 26, 2026 – Nov 24, 2026

Pivot table | Group breakdowns | Reset column widths | Format | Customize

Campaign name	Delivery	Reach	Impressions	Frequency	Attribution setting	Results	Amount spent	Cost per result	Purcha
	Active Campaign	540,308	629,655	1.17	7-day click or 1-day view All conversions	2,499 [2] Messaging conversations started	Rs60,686.43	Rs24.28 [2] Messaging conversations started	—
	Active Campaign	265,224	304,177	1.15	7-day click or 1-day view All conversions	1,350 [2] Messaging conversations started	Rs34,711.38	Rs25.71 [2] Messaging conversations started	1 [2]
	Active Campaign	123,583	150,258	1.22	7-day click or 1-day view All conversions	631 [2] Messaging conversations started	Rs20,639.28	Rs32.71 [2] Messaging conversations started	12 [2]
	Inactive Campaign	52,143	69,172	1.33	7-day click All conversions	7 Meta Purchases	Rs18,114.61	Rs2,587.80 Meta Purchases	8 [2]
	Inactive Campaign	91,716	112,468	1.23	7-day click or 1-day view All conversions	595 [2] Messaging conversations started	Rs17,812.30	Rs29.94 [2] Messaging conversations started	—
	Active Campaign	73,211	85,419	1.17	7-day click or 1-day view All conversions	421 [2] Messaging conversations started	Rs13,664.49	Rs32.46 [2] Messaging conversations started	—
Total results 6 / 6 rows displayed		989,296 Meta Accounts	1,351,149 Total	1.37 Per Meta Account	Multiple attribution setti... All conversions	— Multiple conversions	Rs165,628.49 Total spent	— Multiple conversions	

WHAT I DID

- Designed the store and customized the theme in Liquid; I manage day-to-day store operations.
- Set the campaign goal to message conversations, because customers order custom name designs in chat.
- Ran 6 campaigns. The two biggest campaigns cost Rs 24-26 per conversation.

HOW TO READ THESE NUMBERS

Conversations are chats started from the ad. Orders are closed in chat, so they are not in this screenshot. Cost per conversation ranges from Rs 24.28 to Rs 32.46 across campaigns.