Case Study

satsuma.

liquidation.store

liquidation.store is an online platform focused on selling excess and liquidation stock. Stopping it going into landfill whilst providing one off deals to customers.

The Challenge

liquidation.store wanted to reach new audiences and drive more sales through social media but had never run Meta ads before. With a strong online presence but limited paid social experience, they needed a clear, data-led strategy to attract new customers and convert browsers into buyers.

The Strategy

Satsuma Digital set up Meta Ads from the ground up - implementing a full account structure designed to drive both sales and lead generation.

We created multiple campaigns across the funnel to build awareness, generate engagement, and convert high-intent audiences.

Our focus was on testing creative formats, optimising targeting, and using Meta's algorithmic learning to scale results efficiently.

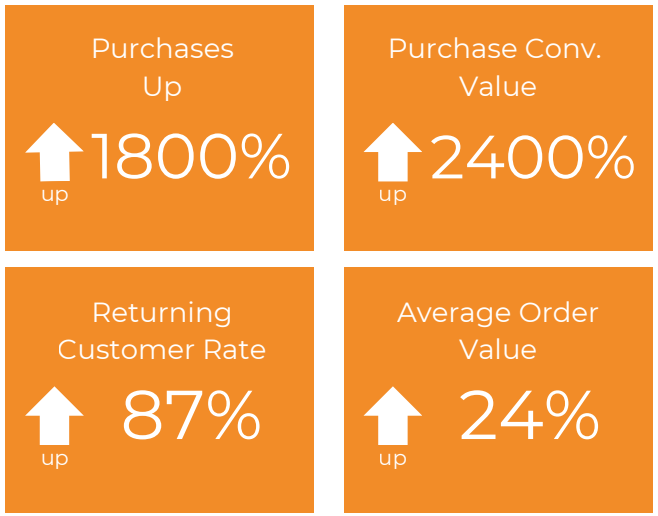
The Results

One year in and Meta ads became a major revenue driver for liquidation.store.

- Purchase Conversion Value: up 2.4K%
- Average Order Value: up 24%
- Returning Customer Rate: up 87%
- Purchases: up 1.8K%

Meta ads now account for **67% of total revenue**, showing how effective a well-structured, data-driven setup can be for a brand new to paid social.

Meta Ad Results



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Our Approach - Meta Ads

01

A/B Testing Creative & Ad Copy
We ran structured creative tests across static, carousel, and influencer-style UGC ads to identify which formats and messages resonated best with each audience segment.

02

Full-Funnel Campaign Structure
We built campaigns to capture users at every stage - from awareness (video and influencer content) to retargeting warm audiences with dynamic product ads and strong social proof.

03

Audience Expansion & Retargeting
We combined interest-based, lookalike, and Advantage+ audiences to maximise reach while retargeting high-intent visitors and abandoned carts with tailored messaging.

04

Leveraging Influencer & UGC Content
We integrated influencer ads into the campaign mix, using authentic video content to boost trust and engagement. UGC-style creative played a key role in improving CTRs and lowering acquisition costs.

05

Continuous Optimisation & Scaling
We implemented weekly performance reviews, refining creative, copy, and audience combinations based on data. Budget was scaled towards top-performing ad sets using Meta's Advantage+ Shopping campaigns to drive efficiency and ROAS.

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Conclusion

By setting up a new Meta Ads strategy from scratch, Satsuma Digital helped liquidation.store establish a high-performing sales and lead funnel.

The results show the impact of a clear testing framework and continuous optimisation - turning Meta into a key growth channel for the business.

With Meta now driving over two-thirds of total revenue, liquidation.store has a strong, scalable foundation for future growth. Through continued creative testing, smart budget management, and data-led decision making, Satsuma Digital is helping the brand build on its success and reach even more of its ideal customers.

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liquidation.store said

"Satsuma Digital has helped me to scale liquidation.store over the last 12 months. Natasha has been pro-active in seeking out opportunities whilst listening to the quickly evolving needs of the business.

Kris Ingham
CEO/Founder of liquidation.store

Get in touch

Book in a call
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Founder satsuma.

