Paid ads case study

Anthology Jewellers Meta Ads: A$30,237 in jewellery sales from Meta Ads, with one Reel returning 40x

Meta Ads | Jewellery retail | Queensland, Australia

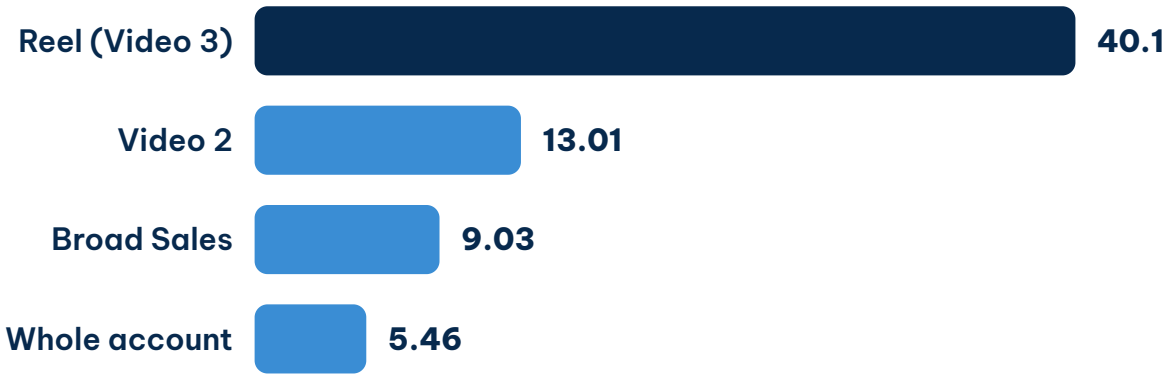
Anthology Jewellers is a jewellery retailer in Queensland, Australia. Offshore Marketers runs its Meta Ads. From 1 September to 16 November 2026, Meta ads turned A$5,539 of spend into A$30,237 of purchases, and one Reel ad returned more than 40 times its cost.

A$30,237
Sales from Meta Ads

5.46x
Return on ad spend

40.10x
Return on the best Reel

Return on ad spend (x)



Source: Meta Ads, Anthology Jewellers account, 1 September to 16 November 2026.

Industry	Market	Service
Jewellery retail	Queensland, Australia	Meta Ads

The goal

Sell high-value jewellery online without wasting budget.

- Drive purchases, not just clicks
- Find the creatives that sell
- Keep event spend apart from sales

What we did

We focused budget on what sold and tested video hard.

1. **Broad sales campaign**
   The main revenue driver, with 14 purchases worth A$29,737 at a 9.03x return.
2. **Reel and video creatives**
   Product-led videos tested against each other; the best Reel returned 40.10x.
3. **Black Friday campaign**
   Run on its own budget so event traffic never diluted sales results.
4. **Retargeting**
   A separate campaign to bring back people who had already visited the site.

The results

From 1 September to 16 November 2026, A$5,539 of Meta spend brought 15 purchases worth A$30,237.

Campaign or ad	Sales	Return
Broad Sales campaign	A$29,737	9.03x
Reel ad (Video 3)	A$8,556	40.10x
Video ad (Video 2)	A$11,436	13.01x
Whole account	A$30,237	5.46x

6
Sales from one A$213 Reel

15
Purchases in eleven weeks

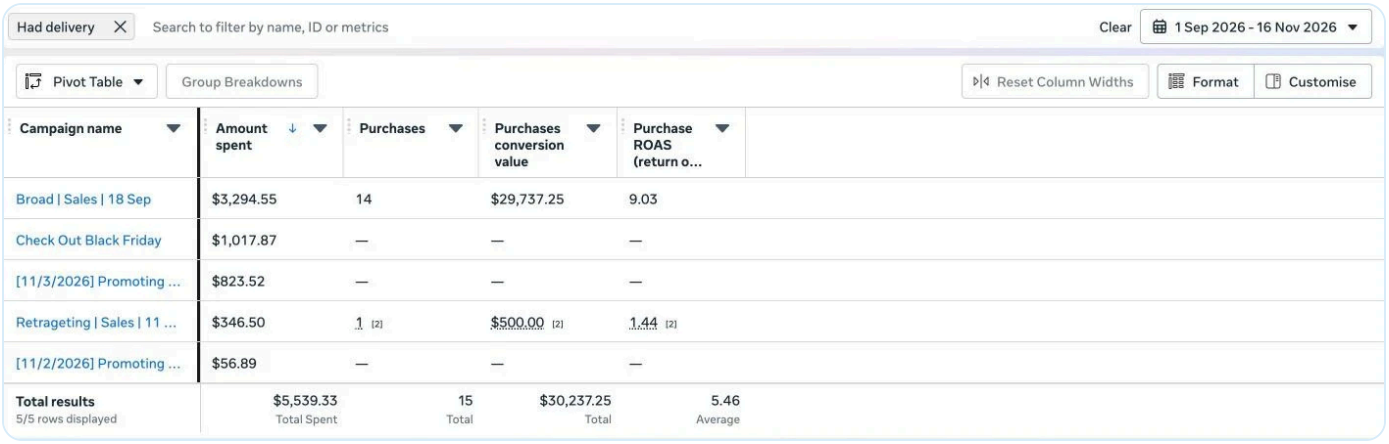
A$2,016
Average order value

What it adds up to

The Broad Sales campaign alone turned A$3,295 into A$29,737, and the best Reel did six sales on A$213 of spend.

The proof

Screenshots from the live accounts and tools behind this case study.

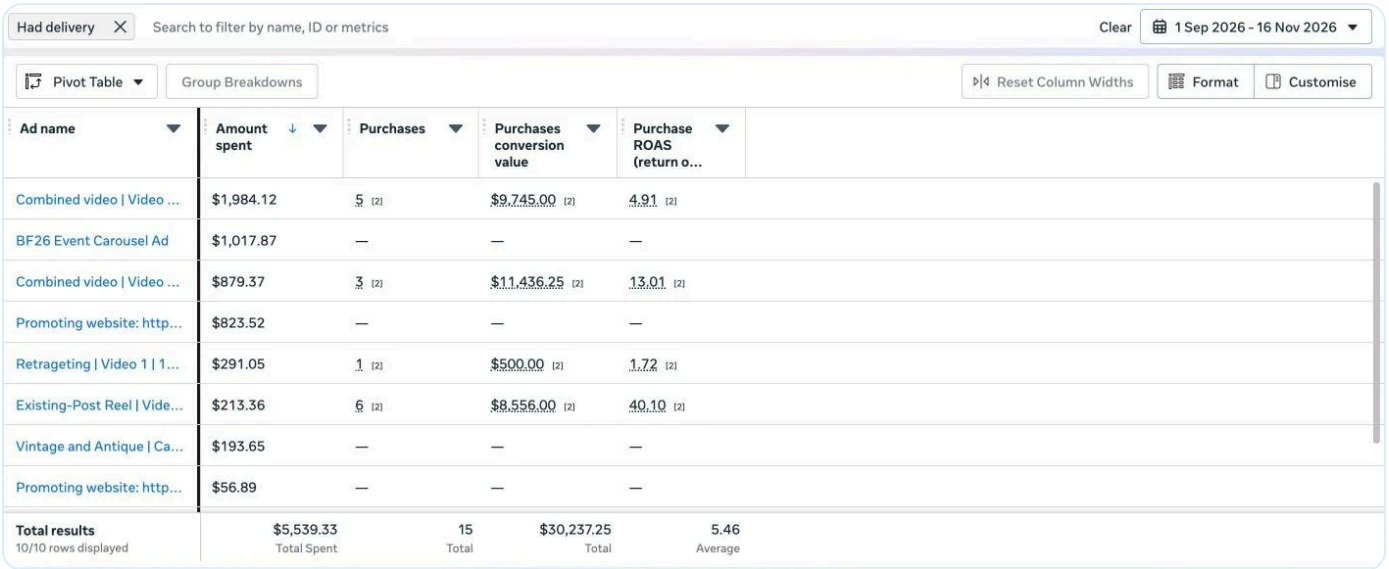


Had delivery | Search to filter by name, ID or metrics | Clear | 1 Sep 2026 - 16 Nov 2026

Pivot Table | Group Breakdowns | Reset Column Widths | Format | Customise

Campaign name	Amount spent	Purchases	Purchases conversion value	Purchase ROAS (return o...
Broad | Sales | 18 Sep	$3,294.55	14	$29,737.25	9.03
Check Out Black Friday	$1,017.87	—	—	—
[11/3/2026] Promoting ...	$823.52	—	—	—
Retrageting | Sales | 11 ...	$346.50	1 [2]	$500.00 [2]	1.44 [2]
[11/2/2026] Promoting ...	$56.89	—	—	—
Total results 5/5 rows displayed	$5,539.33 Total Spent	15 Total	$30,237.25 Total	5.46 Average

Meta Ads Manager, Anthology Jewellers account, 1 September to 16 November 2026, by campaign: A$5,539.33 spent, 15 purchases worth A$30,237.25.



Had delivery | Search to filter by name, ID or metrics | Clear | 1 Sep 2026 - 16 Nov 2026

Pivot Table | Group Breakdowns | Reset Column Widths | Format | Customise

Ad name	Amount spent	Purchases	Purchases conversion value	Purchase ROAS (return o...
Combined video | Video ...	$1,984.12	5 [2]	$9,745.00 [2]	4.91 [2]
BF26 Event Carousel Ad	$1,017.87	—	—	—
Combined video | Video ...	$879.37	3 [2]	$11,436.25 [2]	13.01 [2]
Promoting website: http...	$823.52	—	—	—
Retrageting | Video 1 | 1...	$291.05	1 [2]	$500.00 [2]	1.72 [2]
Existing-Post Reel | Vide...	$213.36	6 [2]	$8,556.00 [2]	40.10 [2]
Vintage and Antique | Ca...	$193.65	—	—	—
Promoting website: http...	$56.89	—	—	—
Total results 10/10 rows displayed	$5,539.33 Total Spent	15 Total	$30,237.25 Total	5.46 Average

The same period by ad: the Existing-Post Reel (Video 3) turned A$213.36 into six purchases worth A$8,556, a 40.10 return.

Want results like this?

Book a free call. We will look at your website, your accounts and your goals, and tell you what we would do first.

Book a Free Call

Email: social@offshoremarketers.com
US phone: +1 201 293 6876
Website: offshoremarketers.com

About this report

All figures come from the Anthology Jewellers Meta Ads account, 1 September to 16 November 2026.