Paid ads case study

Lacy Boots Meta Ads: $16,353 in boot sales at a 4.35x return in five weeks on Meta

Meta Ads | Boots and footwear | USA

Lacy Boots sells women's and men's boots online in the USA. Offshore Marketers took over its Meta Ads at the end of September 2026, starting with an audit and a new campaign plan. In the five weeks from 13 October to 16 November, Meta ads brought in 41 orders worth $16,353.

$16,353
Sales in five weeks

4.35x
Return on ad spend

41
Orders

Return on ad spend by campaign (x)



Source: Meta Ads, Lacy Boots account, 13 October to 16 November 2026.

Industry	Market	Service
Boots and footwear	USA	Meta Ads

The goal

Turn Meta ad spend into boot orders.

- ✓ Rebuild the account around sales
- ✓ Find the offers and creatives that sell
- ✓ Grow orders without wasting budget

What we did

We audited the account, then rebuilt it around clear sales campaigns.

1. **Audit and plan**
   An account and landing page audit, then a new campaign strategy.
2. **Product campaign**
   A women's and Legend men's boots campaign that returned 5.04x.
3. **Seasonal offers**
   Fall Sale and Halloween campaigns, with the Halloween campaign at 5.58x.
4. **Creative tests**
   Post and video ads tested side by side to find what sells.

The results

From 13 October to 16 November 2026, $3,762 of Meta spend brought 41 orders worth $16,353.

Campaign	Sales	Return
Women's and Legend Men's Boots	$4,973	5.04x
Fall Sale post	$4,934	5.31x
Halloween	$1,446	5.58x
Whole account	$16,353	4.35x

41
Orders in five weeks

$10.24
Return in the best week, per $1

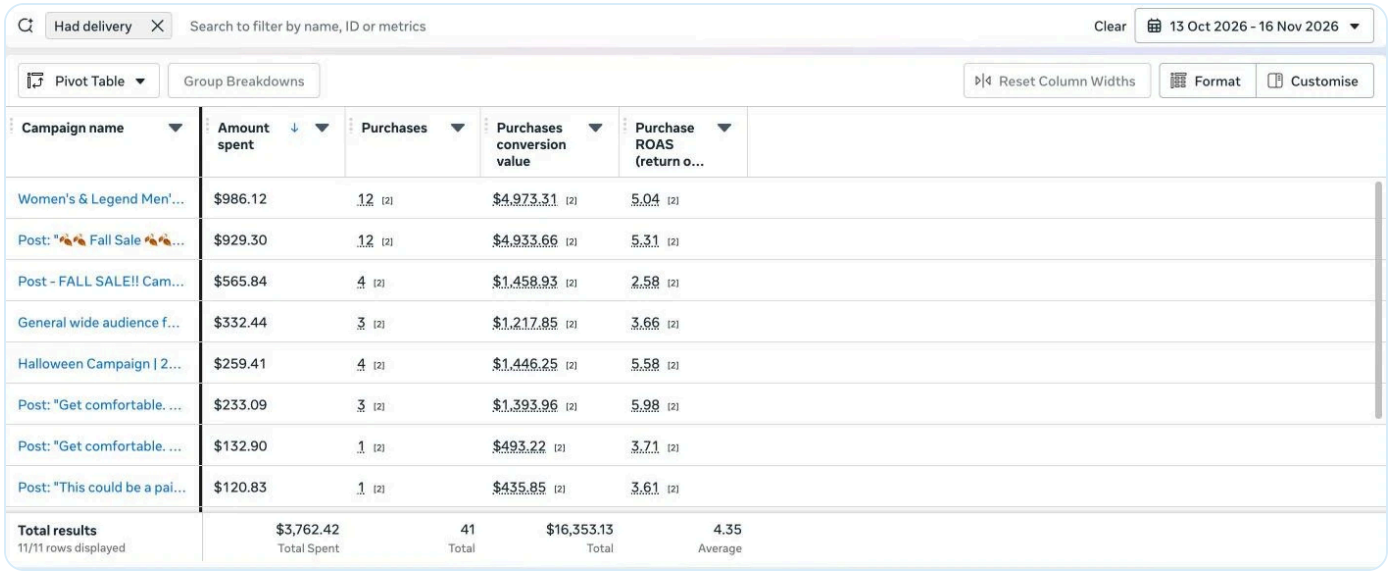
$399
Average order value

What it adds up to

Weekly orders went from none in early October to between 6 and 11 a week from 20 October.

The proof

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



Had delivery | Search to filter by name, ID or metrics | Clear | 13 Oct 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...
Women's & Legend Men'...	$986.12	12 [2]	$4,973.31 [2]	5.04 [2]
Post: "🍂🍂 Fall Sale 🍂🍂...	$929.30	12 [2]	$4,933.66 [2]	5.31 [2]
Post - FALL SALE!! Cam...	$565.84	4 [2]	$1,458.93 [2]	2.58 [2]
General wide audience f...	$332.44	3 [2]	$1,217.85 [2]	3.66 [2]
Halloween Campaign | 2...	$259.41	4 [2]	$1,446.25 [2]	5.58 [2]
Post: "Get comfortable. ...	$233.09	3 [2]	$1,393.96 [2]	5.98 [2]
Post: "Get comfortable. ...	$132.90	1 [2]	$493.22 [2]	3.71 [2]
Post: "This could be a pai...	$120.83	1 [2]	$435.85 [2]	3.61 [2]
Total results 11/11 rows displayed	$3,762.42 Total Spent	41 Total	$16,353.13 Total	4.35 Average

Meta Ads Manager, Lacy Boots account, 13 October to 16 November 2026: $3,762.42 spent, 41 purchases worth $16,353.13, a 4.35 return on ad spend.

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 Lacy Boots Meta Ads account, 13 October to 16 November 2026.