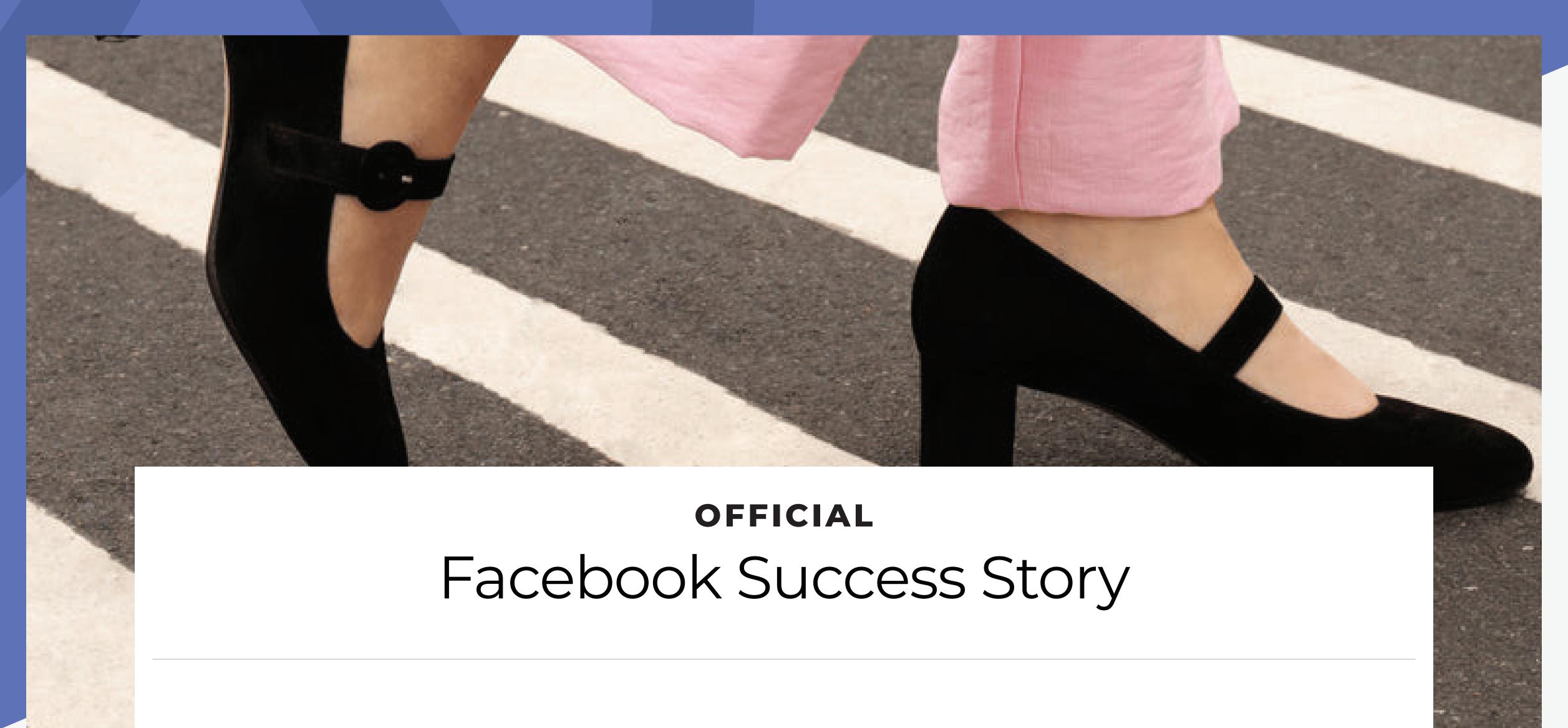# roccamore × Obsidian Digital

Facebook Success Story

3.7x
increase in sales

63%
lower CPA with Collections

3.1x
higher ROAS with Collections

"

Facebook's Custom Audiences and collection ad format enabled us to supercharge the content we had already created and reach relevant people in a way that's exciting and effective for driving sales. We got incredible results in 3 months with only a minor hike in our ad spend. I think that's pretty amazing.

Frederikke Antonie Schmidt

Founder & Creative Director, **Roccamore**

Meta