eighty8 media.

We develop strategies that start meaningful conversations with a global audience.

Humanising marketing and sales experiences is our thing. Find out more about our work that we freaking love and how we helped our clients grow.

WHO WE ARE

At Eighty8 Media we've got personality, we're innovative, we inspire experiences and we listen. We are a full-service creative agency specialising in digital, experiential, and traditional marketing. Understanding human senses and collaborating with a brand's needs is what we live and breathe with our preferred partners.

SERVICES

- Marketing and Growth
- Sales, CRM & Automation
- HubSpot Development, Onboarding & Support
- SEM (paid social and search)
- Strategy
- Website Development

AT A GLANCE

CLIENT

Red Hot Summer Tour
Event Marketing

SERVICES USED

- Social Media Ads (FB/IG)

GOAL

Generate a large number of ticket sales for the upcoming event.

HOW WE GENERATED $46,196.80 IN REVENUE FOR A LIVE EVENT IN THE FIRST 30 DAYS AT A 17.63X ROAS ON COLD TRAFFIC!

PROBLEM

This live event was coming up and they wanted to sell tickets fast from the get go. They had made some organic posts on their social media but wanted to really ramp up their sales fast.

SOLUTION

The steps we took that allowed us to achieve these amazing results were to test different ad copy, audiences, headlines and testing new content to see what resonated best with the target audience. From here, we turned off what didn't work and focused all the ad spend on what was working the best to bring in the most amount of revenue for the lowest cost per purchase and highest ROAS.

The reason we were able to achieve such a great result was that we took the time to understand their target customer and test a lot of different ad variations from text to the image itself as well as the different audiences Facebook offers. By doing this we found the best audiences and ad fit and were able to grow their revenue while maintaining a very healthy ROAS.

We were able to generate $46,196.80 in sales with only $2,620.00 in ad spend at a 17.63X ROAS (Return On Ad Spend). They were extremely happy with these results and the sales have continued to grow since then.

Off/On	(	Purchases	Cost per purchase	Purchases Conversion Value	Purchase ROAS (return on ad spend)	AOV (Average Order Value)	Amount spent	Contacts
●		212	$23.89	$66,380.79	13.10	$313.12	$5,065.35	37
●		—	—	$0.00	—	—	$43.78	—
●		14	$25.95	$3,571.36	9.83	$255.10	$363.23	—
●		3	$24.76	$207.36	2.79	$69.12	$74.27	—
●		15	$33.52	$4,544.46	9.04	$302.96	$502.86	2
R...		244 Total	$24.79 Per Action	$74,703.97 Total	12.35 Average	$306.16 Average	$6,049.49 Total Spent	39 Total

Last month: 1 Sep 2022-30 Sep 2022
Note: Does not include today's data

Ads for 1 Campaign

View Setup ● III ▾ ▾ Reports ▾

Off/On	A s	Purchases	Cost per purchase	Purchases Conversion Value	Purchase ROAS (return on ad spend)	Amount spent	AOV (Average Order Value)	Contacts	Cost per Contact	C (P
●	C...	17	$16.38	$7,417.04	26.63	$278.51	$436.30	—	—	
●	C...	26	$12.65	$7,372.22	22.41	$329.02	$283.55	3	$109.67	
●	C...	19	$14.67	$5,652.28	20.28	$278.66	$297.49	2	$139.33	
●	C...	11	$15.72	$3,213.92	18.59	$172.90	$292.17	—	—	
●	C...	9	$18.79	$2,899.34	17.14	$169.13	$322.15	—	—	
●	C...	8	$21.15	$2,861.48	16.91	$169.18	$357.69	3	$56.39	
●	C...	14	$23.52	$5,544.12	16.84	$329.22	$396.01	4	$82.31	
Re...		146 Total	$17.95 Per Action	$46,196.80 Total	17.63 Average	$2,620.00 Total Spent	$316.42 Total	17 Total	$154.12 Per Action	

AT A GLANCE

CLIENT

Chompy Chews
eCommerce

SERVICES USED

- Social Media Ads (FB/IG)

GOAL

Grow Chompy Chews' online sales and maintain a healthy return on ad spend.

HOW WE GENERATED $116,411.49 FOR A PETS ECOMMERCE COMPANY IN 30 DAYS WITH A 4.47X ROAS WITH $26,043.36 IN AD SPEND EVEN AFTER IOS14.

PROBLEM

This new eCommerce business was my own brand and we were looking to sell our dog products during the summer months with our main product being a dog pool. We were a brand new business with no previous history so we were starting from scratch.

SOLUTION

In 30 days we were able to generate $116,411.49 in sales at a 4.47X ROAS (Return On Ad Spend). We were extremely happy with these results and the revenue was strong into January as well finishing the Summer months strong.

The steps we took that allowed us to achieve these results were improving upon the copy and testing new content to see what resonated best with the target audience. From here, we turned off what didn't work and focused all the ad spend on what was working the best to bring in the most amount of revenue for the lowest cost per purchase.

The reason we were able to achieve such a great result was that we took the time to understand our target customer and test a lot of different ad variations from text to the image itself as well as the different audiences Facebook offers. By doing this we found the best audiences and ad fit and were able to grow our revenue while maintaining a very healthy ROAS.
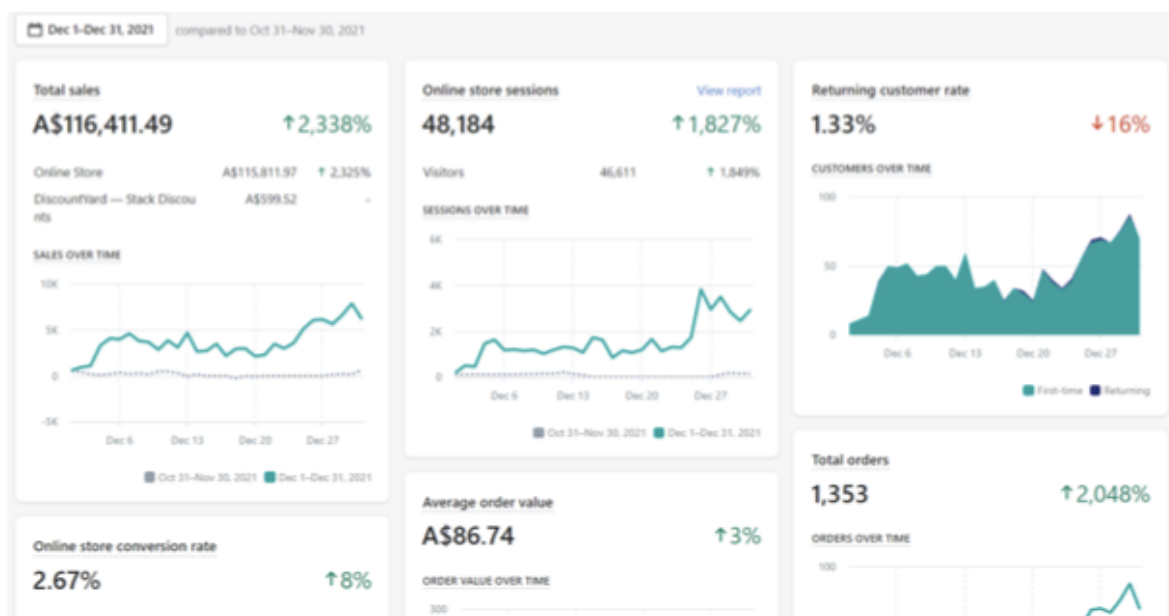
CLIENT

BushWrapz
eCommerce

BUSH.WRAPZ

SERVICES USED

- Social Media Management
- Social Media Ads (FB/IG)

HOW WE GENERATED $18,694 FOR 4WD ECOMMERCE COMPANY IN 30 DAYS WITH A 8.46X ROAS EVEN AFTER IOS14. WE HELPED THEM GENERATE $91,874 FROM ON-PLATFORM REPORTED REVENUE AT A 4.55X ROAS.

PROBLEM

This new eCommerce business was struggling to grow its revenue and scale this new business. They had a great offline sister business but couldn't make the online transition as successful as they had wanted. They came to us and wanted to grow their revenue while maintaining a healthy return on ad spend.

GOAL

Grow the brand's online sales and maintain a healthy return on ad spend.

SOLUTION

In 30 days we were able to generate $18,694 in sales at an 8.46X ROAS (Return On Ad Spend). The client was extremely happy with these results and the revenue had continued to grow.
The steps we took that allowed us to achieve these amazing results were improving upon the copy and testing new content to see what resonated best with the target audience. From here, we turned off what didn't work and focused all the ad spend on what was working the best to bring in the most amount of revenue for the lowest cost per purchase.

Off/On	Car nan	info	Cost per add of payment info	Purchases	Cost per purchase	Purchases Conversion Value	Purchase ROAS (return on ad spend)	ATC to Sale (%)	IC to Sale (%)	Click to Sale (%)	Amount spent
●	TO...	2	$597.61	5	$239.04	$1,517.00	1.27	20.83%	27.78%	0.17%	$1,195.21
●	BO...	13	$55.11	15	$47.77	$12,952.00	18.08	60.00%	55.56%	2.51%	$716.48
●	M...	2	$149.68	6	$49.89	$4,226.00	14.12	31.58%	75.00%	1.04%	$299.35
	Res...	17 Total	$130.06 Per Action	26 Total	$85.04 Per Action	$18,695.00 Total	8.46 Average	38.24%	49.06%	0.64%	$2,211.04 Total Spent

Off/On	Carr	f	Purchases	Cost per purchase	Purchases Conversion Value	Purchase ROAS (return on ad spend)	ATC to Sale (%)	IC to Sale (%)	Click to Sale (%)	Amount spent
●	TO...	7	24	$187.07	$13,872.00	3.09	60.00%	44.44%	0.31%	$4,489.57
●	TO...	6	1	$581.96	$1,200.00	2.06	14.29%	14.29%	0.05%	$581.96
●	MO...	6	17	$123.15	$8,775.50	4.19	25.76%	26.98%	0.36%	$2,093.59
●	BO...	7	85	$84.23	$59,850.50	8.36	44.50%	46.96%	1.46%	$7,159.88
●	BO...		—	—	$0.00	—	—	—	—	$69.54
●	TO...	4	15	$357.75	$8,176.00	1.52	16.67%	23.81%	0.11%	$5,366.28
●	BO...		—	—	$0.00	—	—	—	—	$426.65
	Resu...	5	142 Total	$142.17 Per Action	$91,874.00 Total	4.55 Average	34.80%	37.97%	0.41%	$20,187.47 Total Spent

CLIENT

Caravana Brisbane
Automotive Dealership

CARAVANA

SERVICES USED

- Social Media Management
- Social Media Ads (FB/IG)

HOW WE GENERATED 35 SELLER LEADS AT $6.75/LEAD FOR AN AUTOMOTIVE COMPANY.

GOAL

We were tasked with decreasing their cost per lead and bringing in a larger volume or leads for the business.

PROBLEM

This Queensland based Dealership company was struggling to generate affordable leads for people looking to sell their used Car/Caravan. They had tried generating leads through Facebook Advertising but were unable to 'crack the code'. Their previous cost per lead before working with us was $30.

SOLUTION

We joined together with Caravana Brisbane to generate more leads through Facebook Advertising to buy used cars and caravans and sell used cars and caravans. Within the first 30 days of the campaign, we were able to drop their cost per lead from $30 down to just $6.75 per lead and generated 35 leads in the first 30 days – with only $236.24 in ad spend.

How we did it:

- Improving upon the copy and testing new content to see what resonated best with the target audience.
- Turned off what didn't work and focused all the ad spend on what was working the best to bring in the most amount of leads for the lowest cost per lead.

The reason we were able to achieve such a great result was that we took the time to understand their target customer and test a lot of different ad variations from text to the image itself as well as the different audiences Facebook offers. By doing this we found the best audiences and ad fit and were able to drop their cost per lead significantly in a short time period.

Off/On	Ad set name		CPC (cost per link click)	CTR (link click-through rate)	Unique CTR (link click-through rate)	CTR (all)	Results ↓	Cost per result	Amount spent	Lea
●	Broad > 25+ > ...	62	$1.09	0.77%	1.04%	2.13%	11 On-Facebook leads	$6.15 Per on-Facebook l...	$67.61	
●	Old Car Intere...	42	$1.16	0.91%	1.25%	2.48%	9 On-Facebook leads	$5.42 Per on-Facebook l...	$48.76	
●	Hot Rod + Mu...	28	$0.95	1.15%	1.50%	3.09%	6 On-Facebook leads	$4.43 Per on-Facebook l...	$26.58	
●	Broad > 25+ > ...	32	$1.34	0.75%	0.92%	1.95%	5 On-Facebook leads	$8.61 Per on-Facebook l...	$43.03	
●	LLA 1% All lea...	14	$1.19	0.90%	1.04%	2.89%	2 On-Facebook leads	$8.32 Per on-Facebook l...	$16.65	
●	Broad > 25+ > ...	13	$0.87	0.79%	0.87%	1.39%	1 On-Facebook lead	$11.34 Per on-Facebook l...	$11.34	
●	Broad > 25+ > ...	21	$1.06	0.71%	0.84%	1.21%	1 On-Facebook lead	$22.27 Per on-Facebook l...	$22.27	
	Results from 8 ...	212 Total	$1.11 Per Action	0.83% Per Impressions	1.29% Per Person	2.15% Per Impressions	35 On-Facebook leads	$6.75 Per on-Facebook lea...	$236.24 Total Spent	

CLIENT

Confidential

SERVICES USED

- Social Media Ads (FB/IG)

GOAL

Generate a large number of hotel bookings to fill their accommodation fast.

HOW WE GENERATED $409,893.54 IN REVENUE FOR A LUXURY HOTEL AT A 7.37X ROAS!

PROBLEM

This luxury hotel was coming into the end of the year and wanted to fill their accommodation for the Christmas and New Year period. They still had rooms to fill and wanted to get it done as soon as they could.

SOLUTION

The steps we took that allowed us to achieve these amazing results were to test different ad copy, audiences, headlines and testing new content to see what resonated best with the target audience. From here, we turned off what didn't work and focused all the ad spend on what was working the best to bring in the most amount of revenue for the lowest cost per purchase and highest ROAS.

The reason we were able to achieve such a great result was that we took the time to understand their target customer and test a lot of different ad variations from text to the image itself as well as the different audiences Facebook offers. By doing this we found the best audiences and ad fit and were able to grow their revenue while maintaining a very healthy ROAS. We were able to generate $409,893.54 in sales at a 7.37X ROAS (Return On Ad Spend). They were extremely happy with these results and the revenue had continued to grow since then.

	Off/	Ca		Purchases	Cost per purchase	Purchases Conversion Value	Purchase ROAS (return on ad spend)	Amount spent	Contacts	Cost per Contact
✓	●		—	432 [2]	$20.70 [2]	$170,266.87 [2]	19.04 [2]	$8,941.15	103 [2]	$86.81 [2]
✓	●		—	57 [2]	$26.05 [2]	$18,492.15 [2]	12.45 [2]	$1,485.06	6 [2]	$247.51 [2]
✓	●		—	28 [2]	$29.99 [2]	$9,287.50 [2]	11.06 [2]	$839.74	10 [2]	$83.97 [2]
✓	●		—	139 [2]	$26.10 [2]	$39,448.05 [2]	10.88 [2]	$3,627.38	36 [2]	$100.76 [2]
✓	●		—	38 [2]	$54.23 [2]	$20,506.52 [2]	9.95 [2]	$2,060.86	8 [2]	$257.61 [2]
		Re...	—	1,270 [2] Total	$43.78 [2] Per Action	$409,893.54 [2] Total	7.37 [2] Average	$55,595.01 Total Spent	305 [2] Total	$182.28 [2] Per Action

CLIENT

Caravana Brisbane
Automotive Dealership

CARAVANA

SERVICES USED

- Social Media Management
- Social Media Ads (FB/IG)

HOW WE GENERATED 231 BUYER LEADS AT $2.99/LEAD FOR A CARAVAN DEALERSHIP LOOKING TO SELL MORE CARAVANS.

PROBLEM

This Queensland based Caravan Dealership was struggling to generate affordable leads for their business of people who want to buy a Caravan, and they weren't getting enough leads through their Facebook Advertising.

GOAL

We were tasked with decreasing their cost per lead and bringing in a larger volume of leads for the business.

SOLUTION

We partnered with Caravana to generate more leads through Facebook Advertising to buy and sell caravans. Within eight weeks of this campaign, we were able to generate 231 leads from new prospects at $2.99/lead.

How we did it:

- Improving upon the copy and testing new content to see what resonated best with the target audience.
- Tested a range of different audiences to find out the best performing audiences.
- Turned off what didn't work and focused all the ad spend on what was working the best to bring in the most amount of leads for the lowest cost per lead.

The reason we were able to achieve such a great result was that we took the time to understand their target customer and test a lot of different ad variations from text to the image itself as well as the different audiences Facebook offers.

Off/On	Ad set name		CPM (cost per 1,000 impressions)	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Unique CTR (link click-through rate)	CTR (all)	Results	Cost per result	Amount spent
⬤	Br...	campaig...	$6.25	809	$0.26	2.40%	3.60%	4.44%	84 On-Facebook leads	$2.51 Per on-Facebook l...	$210.58
⬤	Br...	campaig...	$6.40	425	$0.29	2.23%	3.28%	3.96%	34 On-Facebook leads	$3.59 Per on-Facebook l...	$122.07
⬤	A...	campaig...	$5.66	3	$0.29	1.97%	1.46%	3.29%	— On-Facebook lead	— Per on-Facebook l...	$0.86
⚫	O...	campaig...	$7.17	444	$0.28	2.53%	3.42%	5.05%	36 On-Facebook leads	$3.49 Per on-Facebook l...	$125.81
⚫	C...	campaig...	$7.05	394	$0.30	2.37%	3.71%	4.34%	42 On-Facebook leads	$2.79 Per on-Facebook l...	$117.35
⚫	Br...	campaig...	$7.27	342	$0.33	2.18%	2.73%	4.25%	35 On-Facebook leads	$3.26 Per on-Facebook l...	$114.23
	Res...		$6.72 Per 1,000 Impressio...	2,417 Total	$0.29 Per Action	2.35% Per Impressions	4.07% Per Person	4.41% Per Impressions	231 On-Facebook leads	$2.99 Per on-Facebook lea...	$690.90 Total Spent

AT A GLANCE

CLIENT

Halo Fitness South Melbourne Gym

SERVICES USED

- Social Media Ads (FB/IG)

GOAL

We were tasked with bringing in more paying members and dropping their current cost per lead.

HOW WE GENERATED 158 LEADS AT $13.81/LEAD FOR A HIGH-END GYM!

PROBLEM

This high-end gym in Melbourne was a new startup gym that began early in 2021 and needed to bring in a lot of new members quickly. They wanted to grow their business on social media and generate a high volume of leads through the door to signup.
They had previously worked with another agency that was generating them leads for $70/lead. They needed to lower this cost per lead.

SOLUTION

We focused on understanding their target customer completing an audit and doing deep customer research to really gauge why someone would spend more on a higher-end gym and speak to their fears, pains, aspirations and desires.

We focused on improving the copywriting in the ads to hit on the pain points of our target customer and using content for our ads that looked natural and organic. We tested our images, ad copy, and headlines, found the winners and focused all of the ad spend on the best performing images, ad copy, and headlines. This allowed us to bring them a consistent flow of leads through the door into their business.

We were able to generate 158 leads over 2 months at $13.81/lead. We started at around $22/lead in our first month of advertising with them and now we have found our best performing ads and audiences, we are able to drop their cost per lead and bring them consistent leads.

	Off/On	Ad set name	(cost per click)	CTR (link click-through rate)	Unique CTR (link click-through rate)	Results ↓	Cost per result	Amount spent
	●	Yoga > 18+ > Auto > 10km radius > Best Imag...	$1.46	0.66%	0.91%	46 On-Facebook leads	$10.80 Per on-Facebook lea...	$496.73
	●	Sports > 18+ > Auto > 10km radius > Best Im...	$1.38	0.73%	0.84%	16 On-Facebook leads	$11.84 Per on-Facebook lea...	$189.47
	●	Marathons > 18+ > Auto > 10km radius > Best...	$1.55	0.59%	0.68%	11 On-Facebook leads	$10.97 Per on-Facebook lea...	$120.64
	●	Marathons > 18+ > Auto > 10km radius > Best...	$1.44	0.67%	0.77%	10 On-Facebook leads	$16.26 Per on-Facebook lea...	$162.57
	●	Road Running > 18-60 > Auto > 10km radius >...	$1.77	0.57%	0.64%	9 On-Facebook leads	$9.23 Per on-Facebook lea...	$83.08
	●	ENG 365 > 18+ > Auto > Dynamic #4	$1.81	0.62%	1.36%	9 On-Facebook leads	$6.85 Per on-Facebook lea...	$61.69
	●	Yoga > 18+ > Auto > 10km radius > Best Imag...	$1.81	0.60%	0.66%	8 On-Facebook leads	$12.19 Per on-Facebook lea...	$97.54
		Results from 61 ad sets ⓘ	$1.58 Per Action	0.65% Per Impressions	1.41% Per Person	— On-Facebook lead	— Per on-Facebook leads	$2,182.31 Total Spent

AT A GLANCE

CLIENT

Confidential

SERVICES USED

- Social Media Ads (FB/IG)

GOAL

Generate a large amount of revenue in the middle of winter to fill their accommodation fast.

HOW WE GENERATED $161,242.50 IN REVENUE FOR A LUXURY HOTEL IN JUST 2 MONTHS AT A 7.63X ROAS!

PROBLEM

This luxury hotel had a slower period coming into the winter months and was looking to generate a surge in bookings to help fill their rooms. They needed to do it fast so we worked to bring the campaign to life and start generating bookings.

SOLUTION

The steps we took that allowed us to achieve these amazing results were to test different ad copy, audiences, headlines and testing new content to see what resonated best with the target audience.

From here, we turned off what didn't work and focused all the ad spend on what was working the best to bring in the most amount of revenue for the lowest cost per purchase and highest ROAS.

The reason we were able to achieve such a great result was that we took the time to understand their target customer and test a lot of different ad variations from text to the image itself as well as the different audiences Facebook offers. By doing this we found the best audiences and ad fit and were able to grow their revenue while maintaining a very healthy ROAS.

In 60 days we were able to generate $161,242.50 in sales at an 7.63X ROAS (Return On Ad Spend). They were extremely happy with these results and the revenue had continued to grow since then.

Off/On	Ca	Purchases	Cost per purchase	Purchases Conversion Value	Purchase ROAS (return on ad spend)	AOV	Conversion Rate (%)	Amount spent
●	M...	—	—	$0.00	—	—	—	$446.52
●	M...	—	—	$0.00	—	—	—	$267.22
●	M...	2	$402.49	$1,524.00	1.89	$762.00	2.50%	$804.97
●	M...	1	$400.69	$1,188.00	2.96	$1,188.00	1.79%	$400.69
●	M...	1	$423.79	$1,170.00	2.76	$1,170.00	1.89%	$423.79
●	M...	1	$111.11	$1,060.00	9.54	$1,060.00	9.09%	$111.11
	Res...	138 Total	$153.19 Per Action	$161,242.50 Total	7.63 Average	$1,168.42	4.36%	$21,140.61 Total Spent

AT A GLANCE

CLIENT

Dracula's
Event Marketing

SERVICES USED

- Social Media Ads (FB/IG)

GOAL

Generate a large number of ticket sales and hotel bookings for the live event sessions.

HOW WE GENERATED $64,493.63 IN REVENUE FOR A LIVE EVENT AT A 15.42X ROAS!

PROBLEM

This live event was coming up and they needed to sell tickets to fill up the seats. They had made some organic posts on their social media but wanted to really ramp up their sales fast.

SOLUTION

The steps we took that allowed us to achieve these amazing results were to test different ad copy, audiences, headlines and testing new content to see what resonated best with the target audience. From here, we turned off what didn't work and focused all the ad spend on what was working the best to bring in the most amount of revenue for the lowest cost per purchase and highest ROAS.

The reason we were able to achieve such a great result was that we took the time to understand their target customer and test a lot of different ad variations from text to the image itself as well as the different audiences Facebook offers. By doing this we found the best audiences and ad fit and were able to grow their revenue while maintaining a very healthy ROAS.

We were able to generate $64,493.63 in sales with only $4,183.61 in ad spend at a 15.42X ROAS (Return On Ad Spend).

	Off/	Ca	Purchases		Cost per purchase		Purchases Conversion Value		Purchase ROAS (return ↓ ▾ on ad spend)	Amount spent		AOV	Contacts	
	●	W...	32 [2]		$8.92 [2]		$6,897.80 [2]		24.16 [2]	$285.56		$215.56	2 [2]	
	●	W...	52 [2]		$17.24 [2]		$18,760.09 [2]		20.92 [2]	$896.55		$360.77	2 [2]	
	●	W...	63 [2]		$14.49 [2]		$15,557.55 [2]		17.04 [2]	$913.14		$246.95	4 [2]	
	●	W...	52 [2]		$16.67 [2]		$12,141.30 [2]		14.00 [2]	$866.96		$233.49	3 [2]	
	●	W...	15 [2]		$17.43 [2]		$2,788.00 [2]		10.66 [2]	$261.42		$185.87	--	
	●	W...	14 [2]		$21.03 [2]		$2,833.00 [2]		9.62 [2]	$294.44		$202.36	2 [2]	
		Res...	253 [2] Total		$16.54 [2] Per Action		$64,493.63 [2] Total		15.42 [2] Average	$4,183.61 Total Spent		$254.92	16 [2] Total	