



## 200% ROAS

The Facebook and Instagram Advertisements were for website promotions.

Portia Ella is a online beauty store with two physical locations in Canada. Portia Ella wanted to improve their online sales at the beginning of the pandemic. I was brought on to the project to create their Facebook and Instagram Advertisements. With a small budget, I was able to achieve considerable results.



## Portia Ella

portia-ella.ca