AI, Privacy and Platform Hacks from a $50M Spender

DENVER ECOMMERCE SUMMIT

JULY 10, 2025, BOOTH

LOCATION: **2590 WALNUT ST**

JOSIP BEGIC

CEO at Lebesgue
Speaking at Denver
Summit

RETAIL SUMMITS

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01

About **Lebesgue**

JOSIP BEGIC

CEO, Lebesgue

Published mathematician

Spent $50M on Facebook and Google ads in the eComm space

Lebesgue: *AI CMO*

Analyzes dataset of $3B ad spent

Learns from your competitors and industry leaders to detect key opportunities to grow

02

Motivation

Success stories

Industry	Revenue Increase		MER Increase
Fashion	+$221,132	+184%	+71%
Jewelry	+$20,208	+7%	+92%
Drinks and beverages	+$153,713	+38%	+20%
Skincare	+$11,045	+436%	+491%

Average Lebesgue Customer

Industry: eCommerce

Shop Revenue	Blended CAC	MER
$261,917	**$48.80**	**236.72%**
$221,065	**$61.54**	**211.29%**
+18.48%	**−21.34%**	**+12.00%**

03
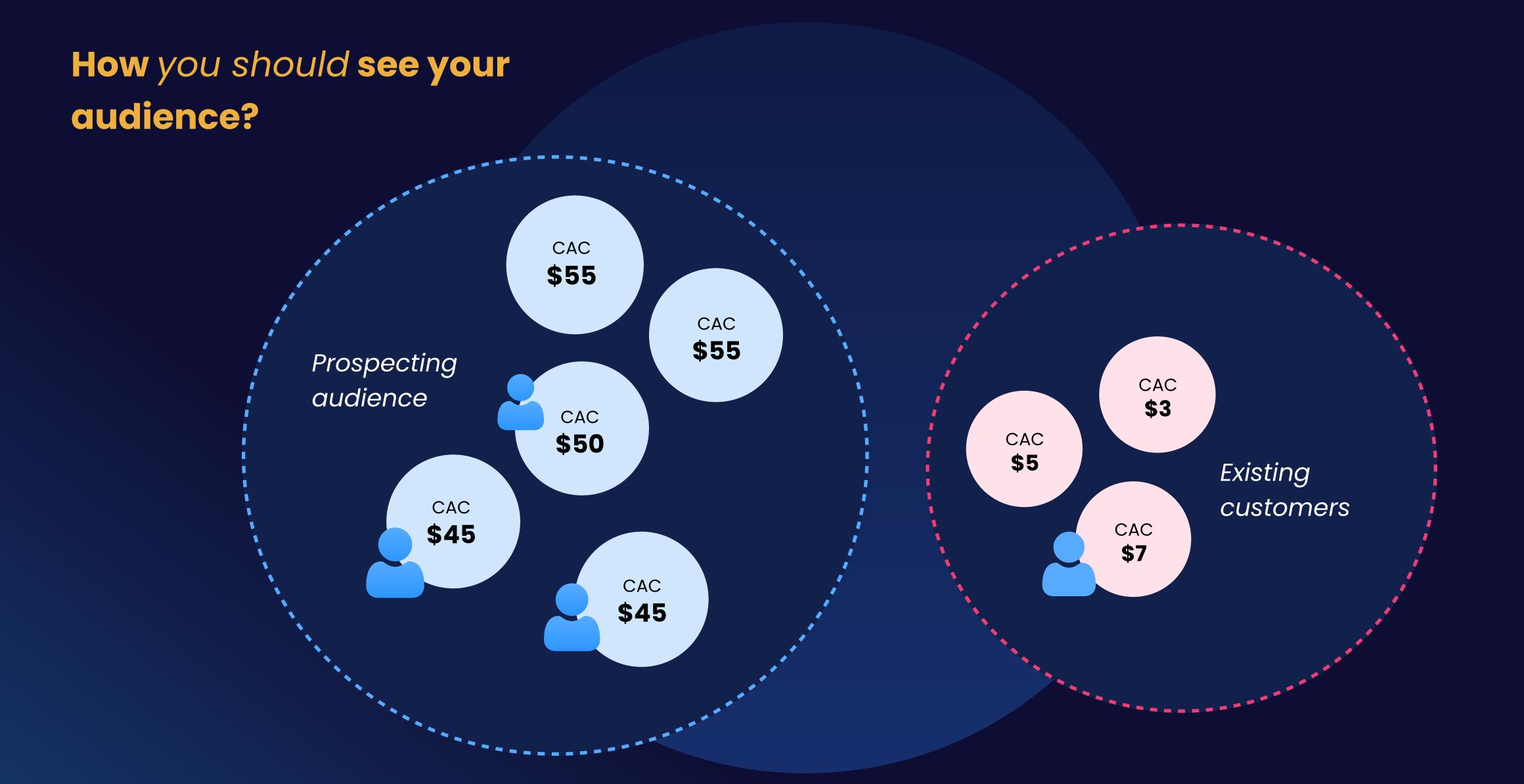
Framework to run profitable ads

How *Facebook algorithm* sees your audience?

How *you should* see your audience?

Prospecting audience

CAC **$55**

CAC **$55**

CAC **$50**

CAC **$45**

CAC **$45**

Existing customers

CAC **$3**

CAC **$5**

CAC **$7**
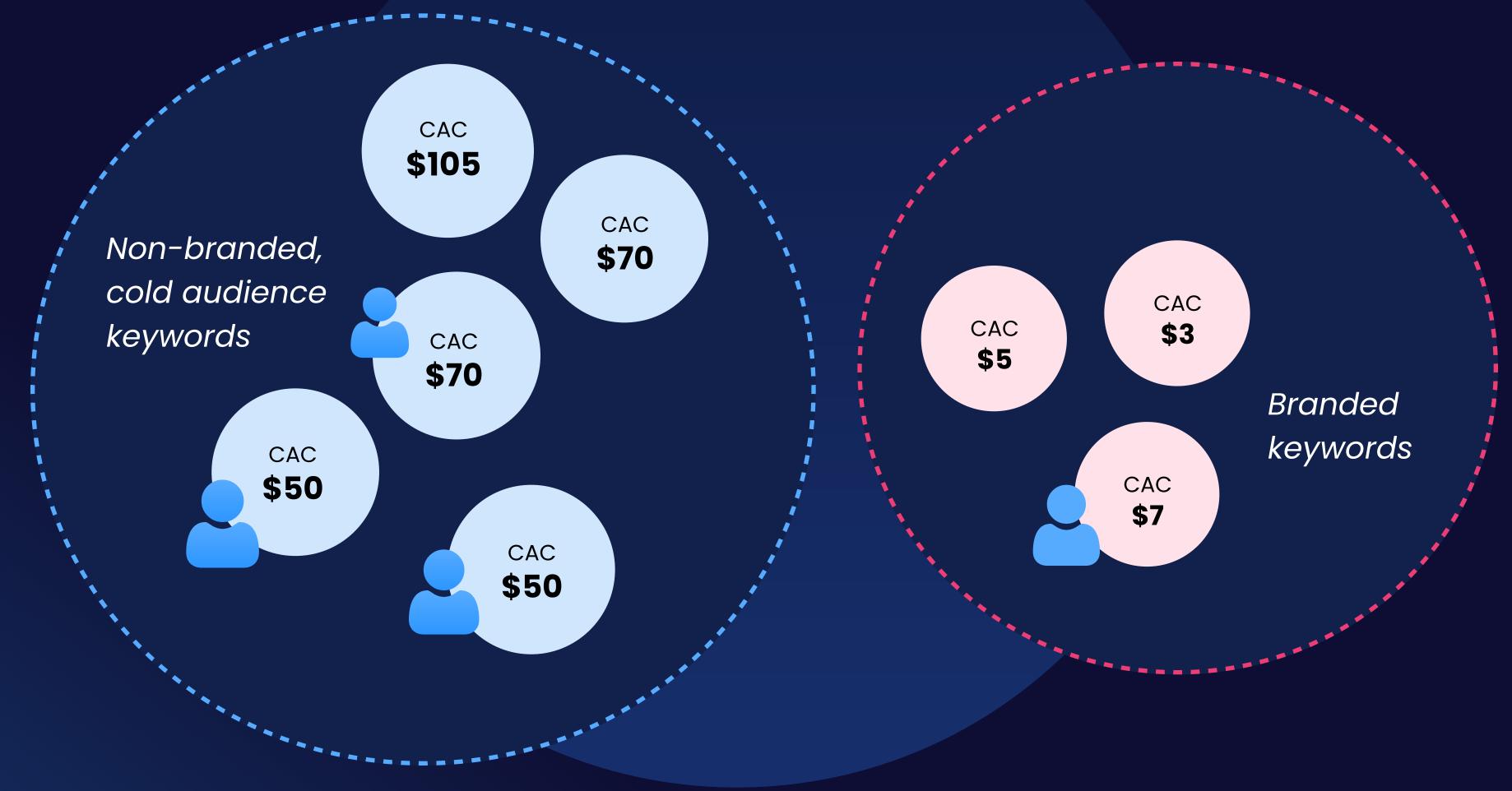
Similarly, how *you should see* customers via keywords

Non-branded, cold audience keywords

CAC $105

CAC $70

CAC $70

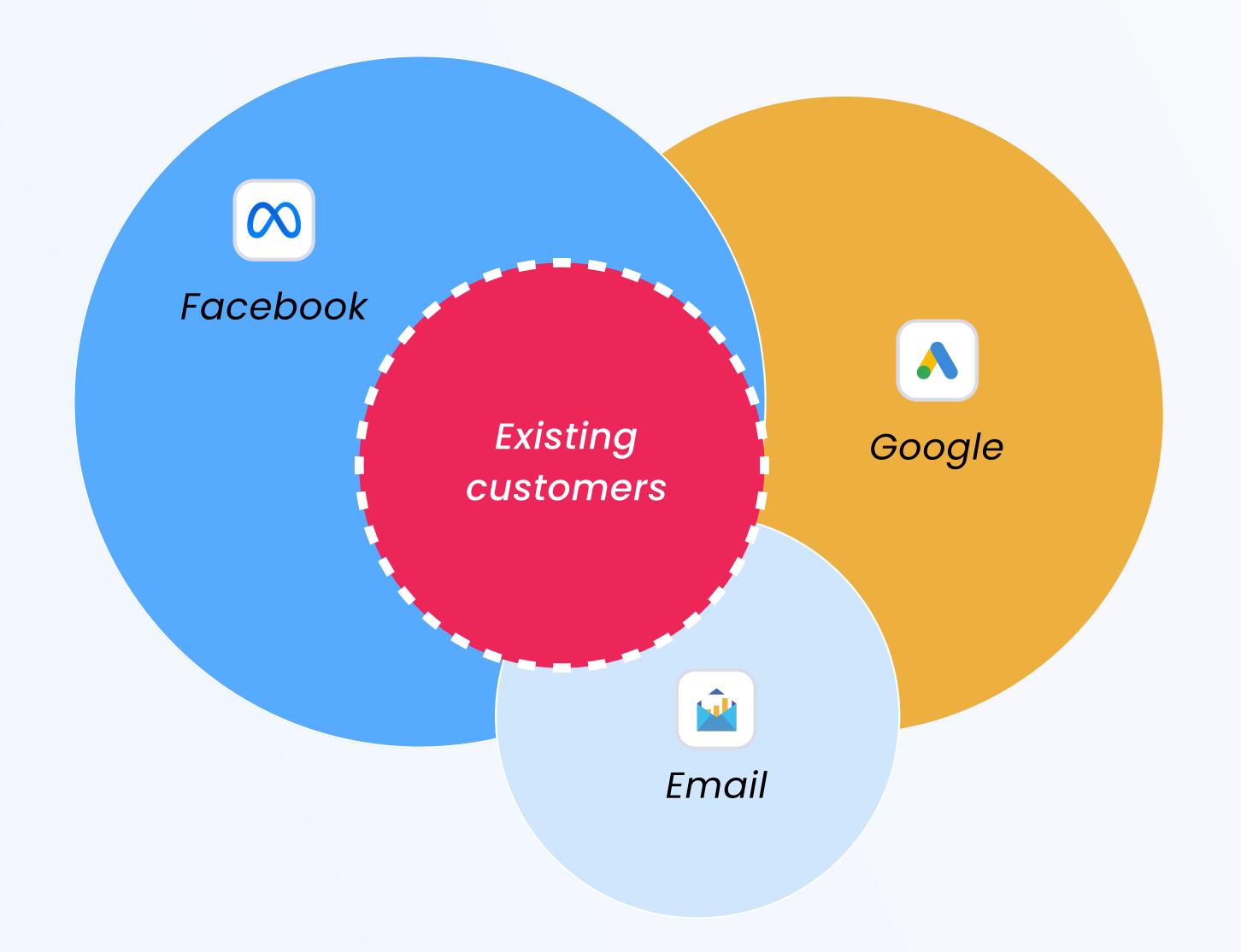CAC $50

CAC $50

Branded keywords

CAC $5

CAC $3

CAC $7

What happens in practice?

All of the channels bid for the same audience → **overspending** and **overreporting**

Success story

Shop Revenue ⓘ
Nov 26, 2024-May 25, 2025

$322,207.46 +19.92%

$268,686.30 *May 29-Nov 25, 2024*

Shop First-time Revenue ⓘ
Nov 26, 2024-May 25, 2025

$56,796.47 +51.47%

$37,497.02 *May 29-Nov 25, 2024*

Shop Orders ⓘ
Nov 26, 2024-May 25, 2025

5,831 +13.69%

5,129 *May 29-Nov 25, 2024*

Shop First-time Orders ⓘ
Nov 26, 2024-May 25, 2025

942 +43.38%

657 *May 29-Nov 25, 2024*

Blended CAC ⓘ
Nov 26, 2024-May 25, 2025

$42.65 -23.13%

$55.49 *May 29-Nov 25, 2024*

Facebook Spend ⓘ
Nov 26, 2024-May 25, 2025

$29,036.74 -9.92%

$32,233.00 *May 29-Nov 25, 2024*

Facebook Purchases ⓘ
Nov 26, 2024-May 25, 2025

443.00 -15.30%

523.00 *May 29-Nov 25, 2024*

Facebook Revenue ⓘ
Nov 26, 2024-May 25, 2025
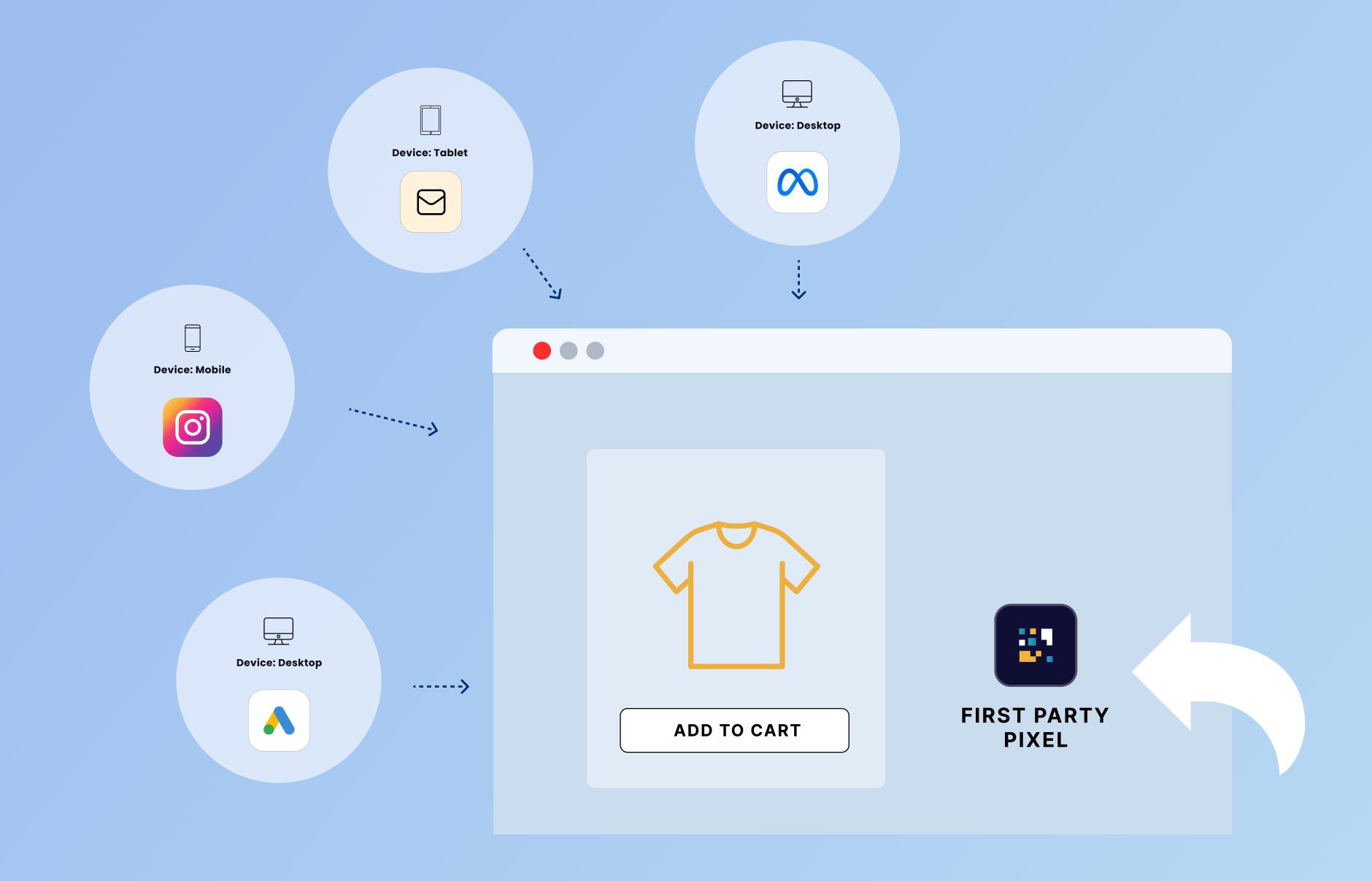
$30,473.92 -10.23%
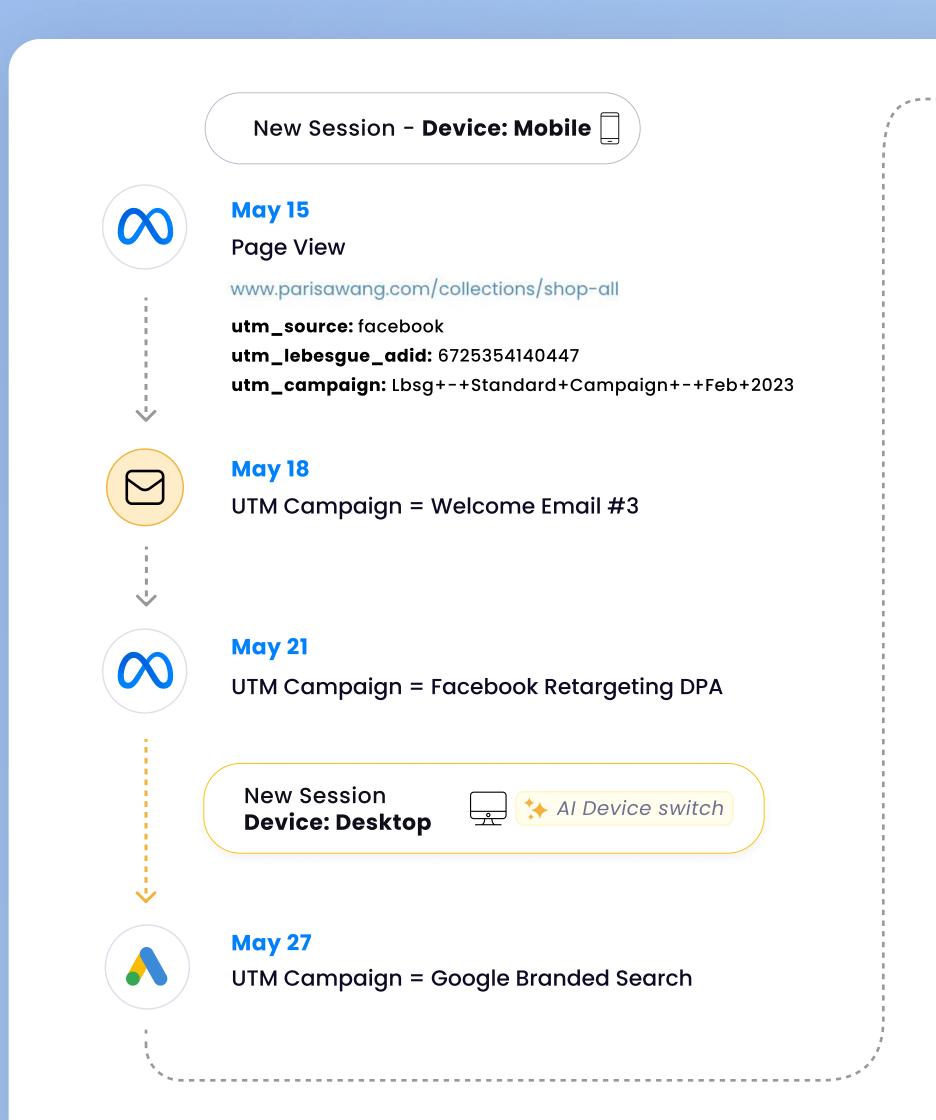
$33,945.90 *May 29-Nov 25, 2024*
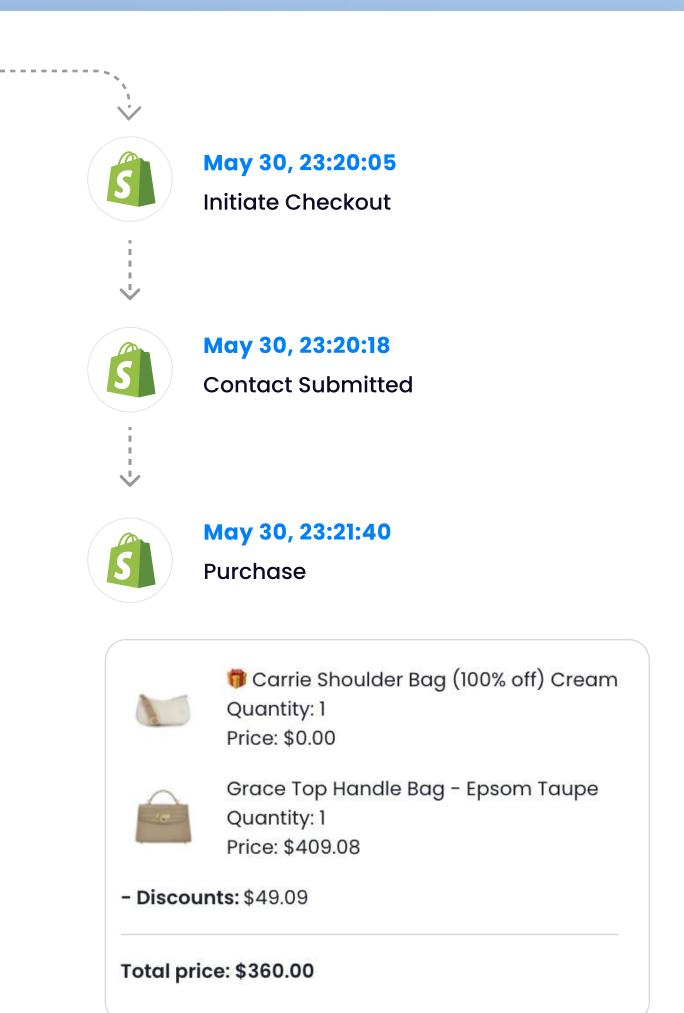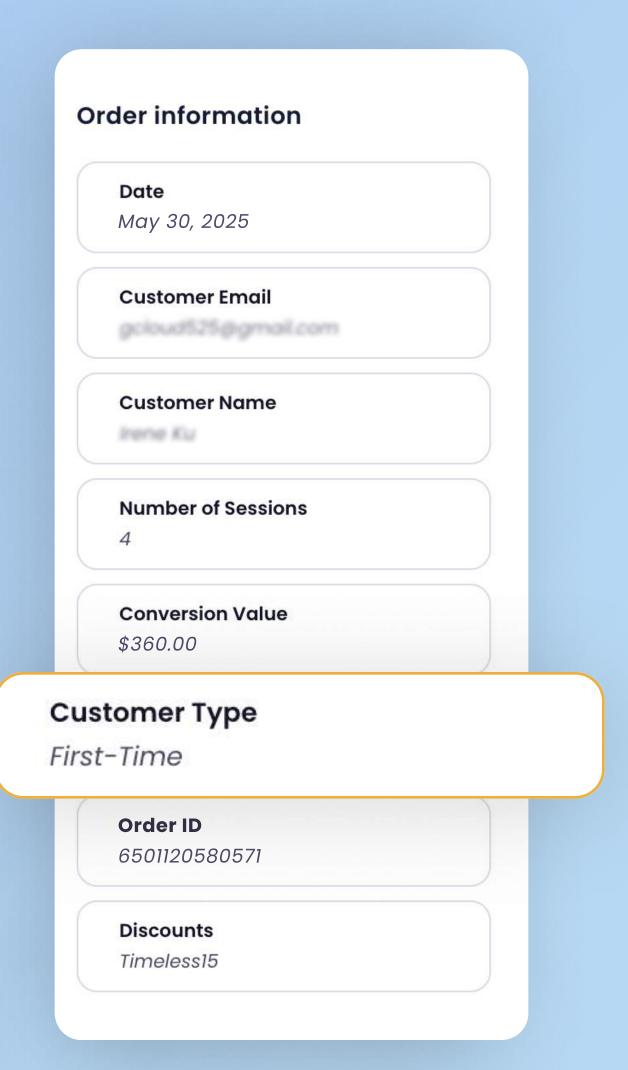
Which technology can you use to detect this properly?

Device: Tablet

Device: Desktop

Device: Mobile

Device: Desktop

ADD TO CART

FIRST PARTY PIXEL

Tracked Conversions

Meta-driven conversions (First Touch)

Order Id ↓↑	Date ↓↑	Customer Email ↓↑	Customer Name ↓↑	Number of Sessions ↓↑	Conversion Value ↓↑	Customer Type ↓↑	Conversion Details
5430075555992	May 24, 2025		Lynne Hardaker	280	$110.29	Repeat	Details 🔍
5430069166232	May 24, 2025		Kathleen Boyle	49	$191.90	Repeat	Details 🔍
5430011822232	May 24, 2025		Rosemary Miller	43	$241.63	Repeat	Details 🔍
5429983084696	May 24, 2025		Traci Morgan	70	$60.03	Repeat	Details 🔍
5429872033944	May 24, 2025		Suzie Berg	34	$9.95	Repeat	Details 🔍
5429724971160	May 24, 2025		Linda Burgard	64	$42.79	Repeat	Details 🔍
5429572960408	May 24, 2025		Carolyn Yager	1	$32.07	First-Time	Details 🔍
5429524070552	May 24, 2025		Ellen Foscue	1	$115.27	First-Time	Details 🔍
5429424717976	May 24, 2025		Leana Smith	42	$154.78	Repeat	Details 🔍
5429413085336	May 24, 2025		Jacqueline Wojcik	3	$22.50	Repeat	Details 🔍

1-10/393 ‹ ›

04

Practical implementation

Google Ads Structure

PMAX/ Shopping

- High Margin Products
- Medium Margin Products
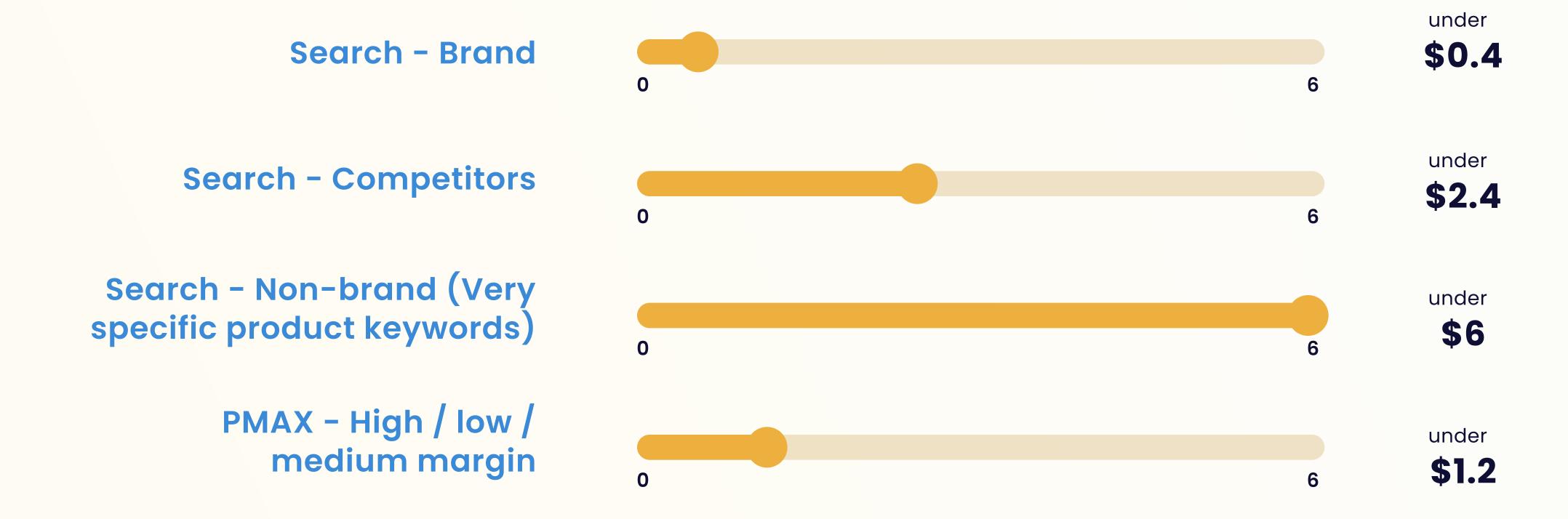- Low Maring Products

Search campaigns

- Non-branded Keywords
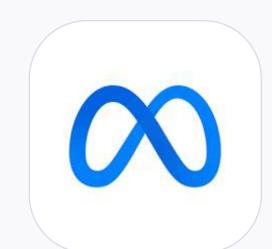- Competitors
- Branded Keywords

Google CPC Benchmarks for campaign types

Target market: US, ecomm industry

Search - Brand
0   6
under **$0.4**

Search - Competitors
0   6
under **$2.4**

Search - Non-brand (Very specific product keywords)
0   6
under **$6**

PMAX - High / low / medium margin
0   6
under **$1.2**

Facebook Ads Structure

01

Define audience

- Existing customers
- Engaged customers
- New customers

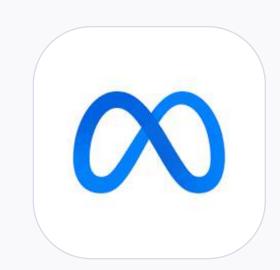## 02

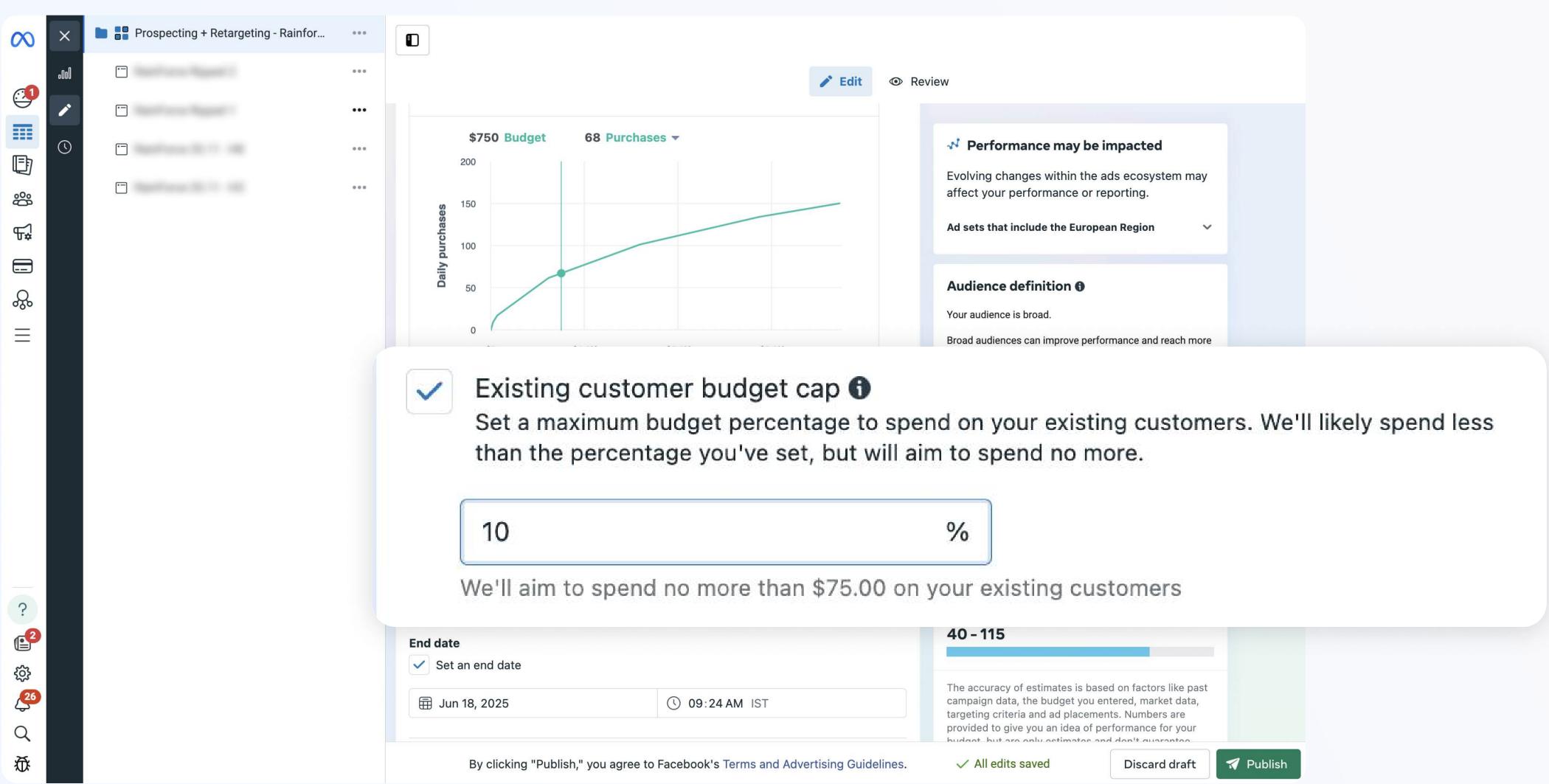### Set 5% cap to target existing customers

03

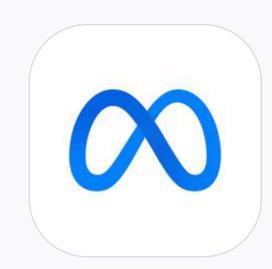### New customers - upper funnel content

- UGC
- Videos
- Scroll-stopping headline
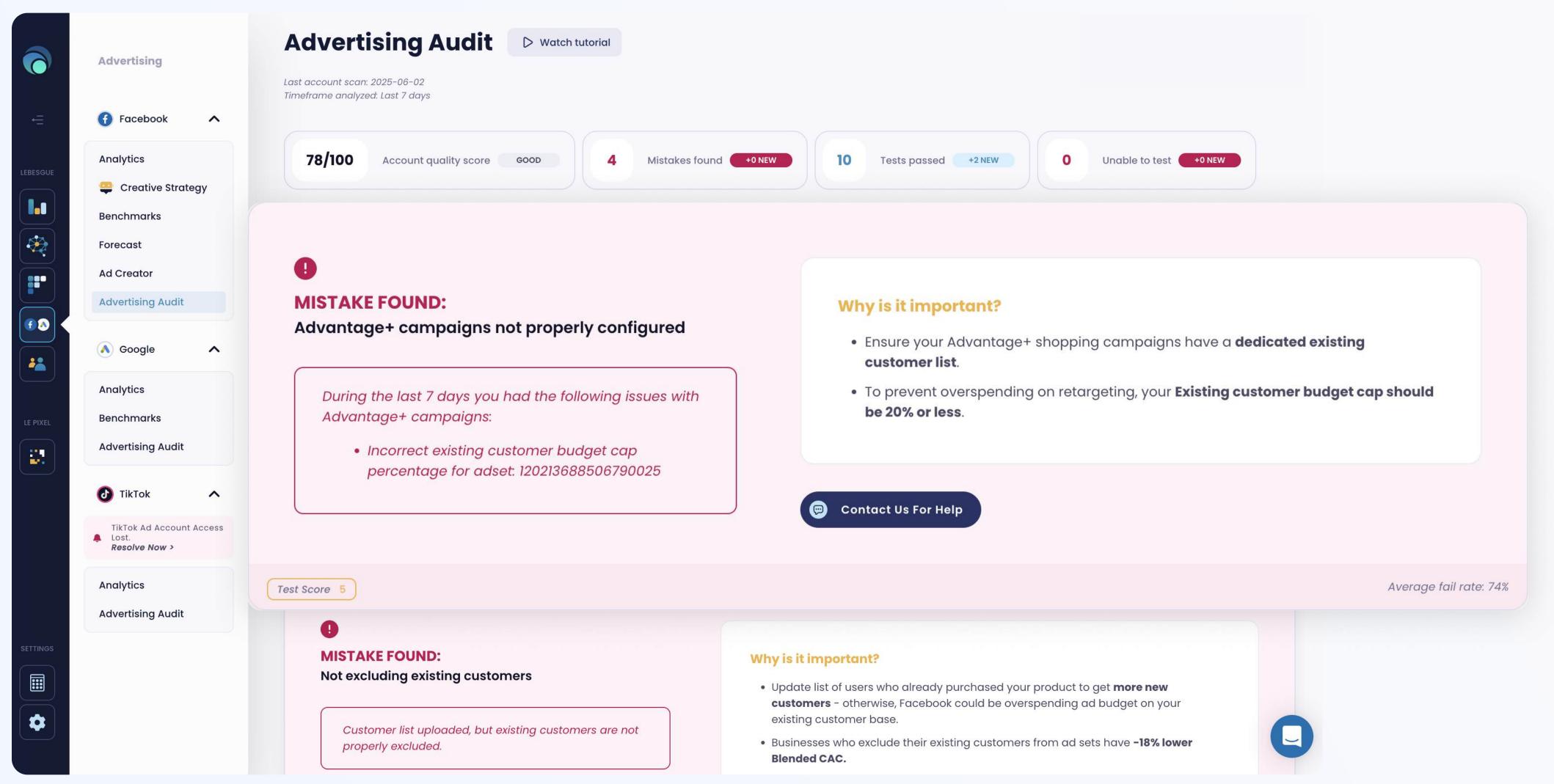
Facebook Ads Structure

Facebook Ads Structure

Advertising Audit ▷ Watch tutorial

Last account scan: 2025-06-02
Timeframe analyzed: Last 7 days

| 78/100 | Account quality score GOOD | 4 | Mistakes found +0 NEW | 10 | Tests passed +2 NEW | 0 | Unable to test +0 NEW |

Advertising
Facebook ^
- Analytics
- 😀 Creative Strategy
- Benchmarks
- Forecast
- Ad Creator
- Advertising Audit

Google ^
- Analytics
- Benchmarks
- Advertising Audit

TikTok ^
- 🔔 TikTok Ad Account Access Lost. *Resolve Now >*
- Analytics
- Advertising Audit

❗ MISTAKE FOUND:
Advantage+ campaigns not properly configured

> *During the last 7 days you had the following issues with Advantage+ campaigns:*
>
> - *Incorrect existing customer budget cap percentage for adset: 120213688506790025*

Why is it important?

- Ensure your Advantage+ shopping campaigns have a **dedicated existing customer list**.
- To prevent overspending on retargeting, your **Existing customer budget cap should be 20% or less**.

💬 **Contact Us For Help**

Test Score 5   *Average fail rate: 74%*

❗ MISTAKE FOUND:
Not excluding existing customers

> *Customer list uploaded, but existing customers are not properly excluded.*

Why is it important?

- Update list of users who already purchased your product to get **more new customers** - otherwise, Facebook could be overspending ad budget on your existing customer base.
- Businesses who exclude their existing customers from ad sets have **-18% lower Blended CAC.**
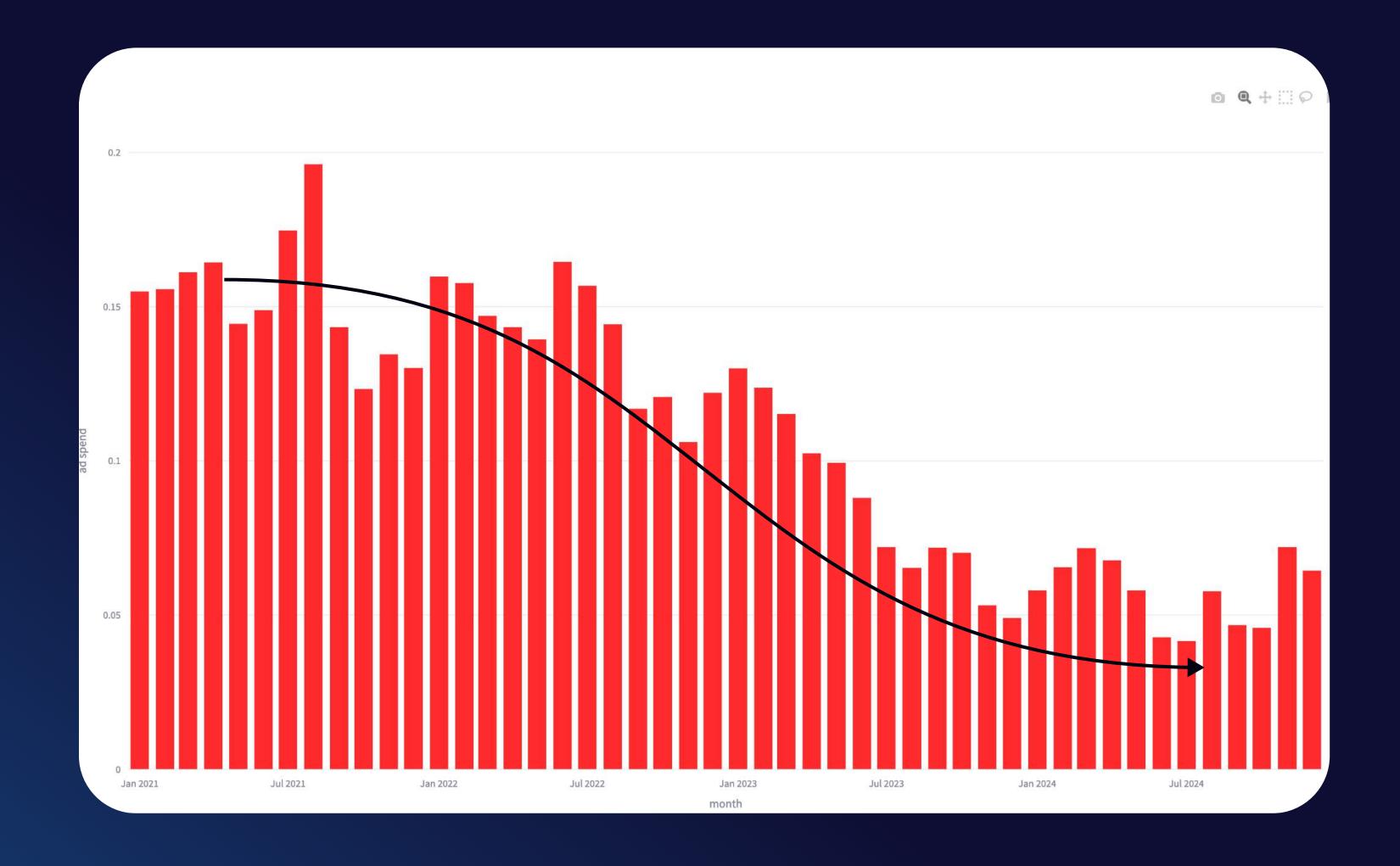
Practical hacks
Audiences

Historical usage of **lookalike audience**

70% drop in Lookalike audience usage over the last 4 years

Why?

Statistically significant difference in ROAS (+40%)

Audience	CPM	CR	ROAS
Interest	$17	1%	120%
Lookalike 1%	$21	1.2%	135%
Broad	$14	1.2%	175%

Practical hacks
Budget split between marketing channels
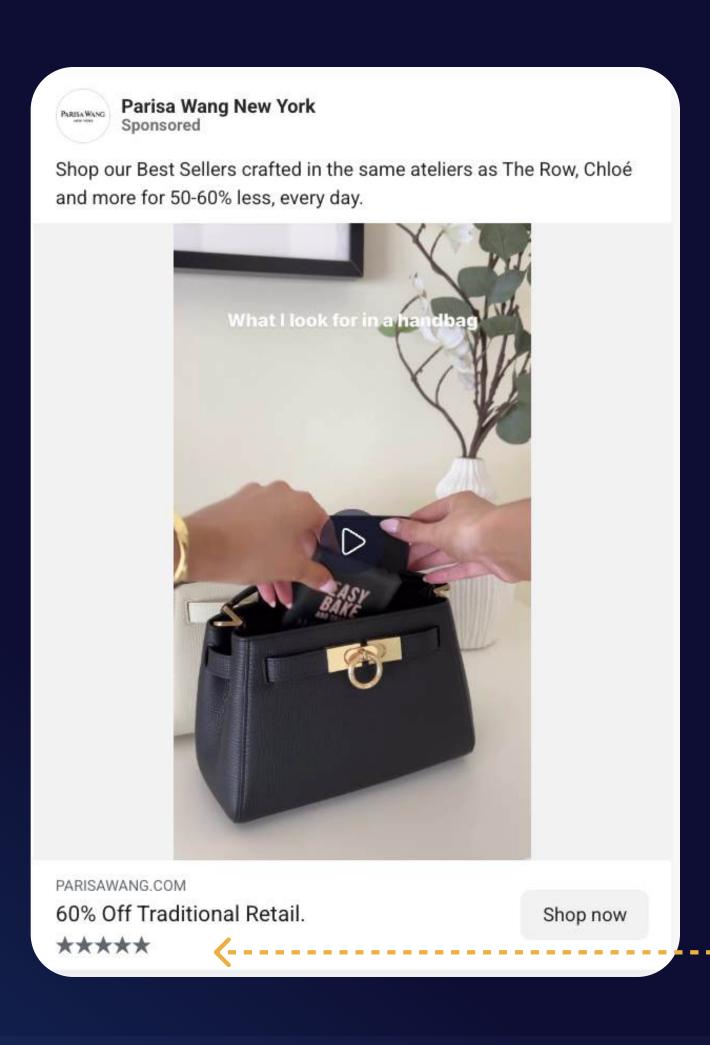
Marketing channels focus – general rule of thumb

Focus on
Meta & Social

AOV
$150

Focus on
Google & SEO

Practical hacks
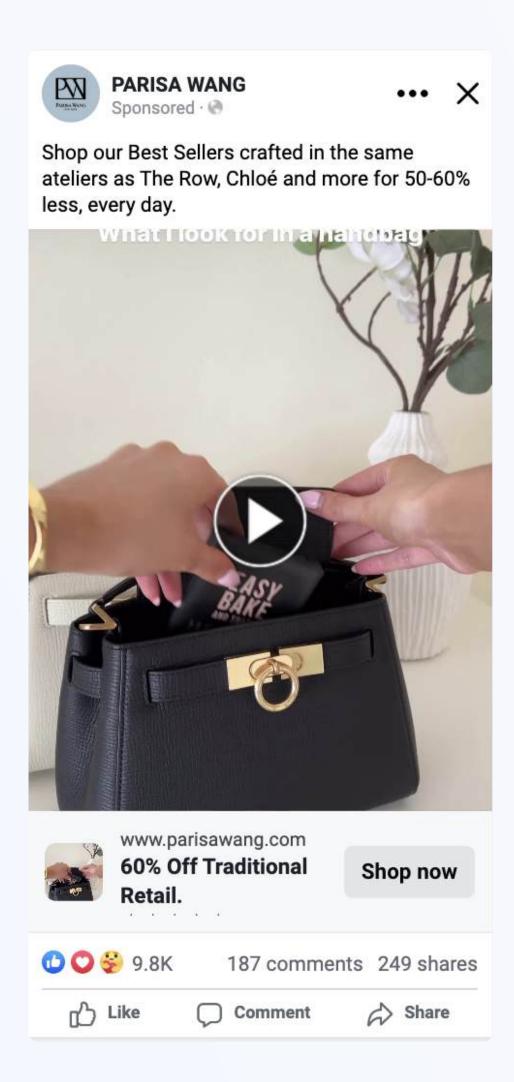## Creative
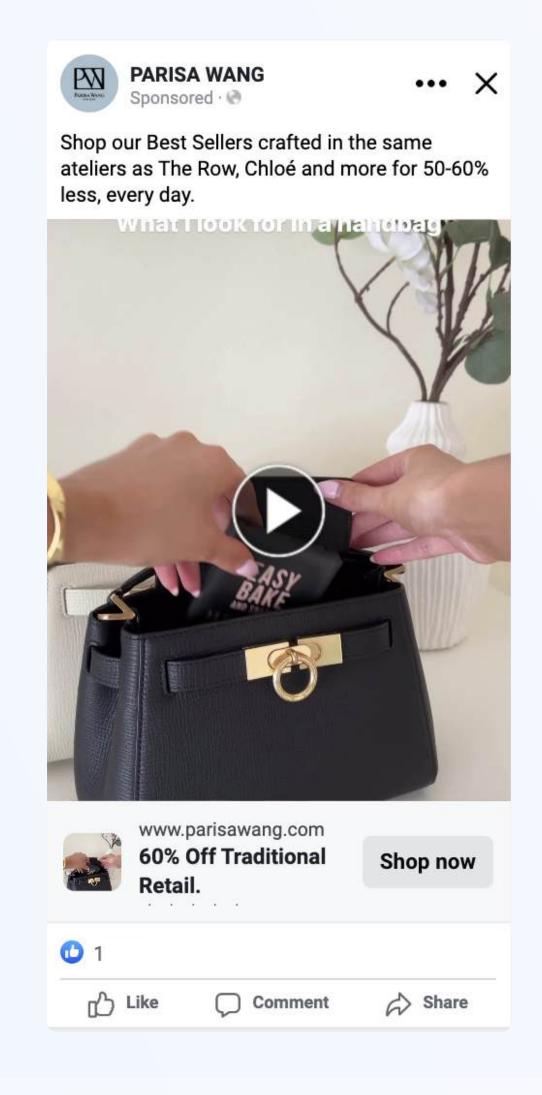
Five star emoji in the ad description

Add five star emoji
(⭐⭐⭐⭐⭐) in the ad
description to boost
CR by 20%

Practical hacks
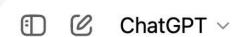**Social proof**

Which Ad would you **rather engage with?**

Social engagement
increases CTR by 15%

Practical hacks
AI Prompts

lebesgue.io

Prompt Kit for Creative Research

ChatGPT ⌄

What can I help with?

Prompt 1: "Research **5 fresh ad angles for [PRODUCT] targeting [PERSONA]**. Give 1-line hook + 20-word body each. Avoid clichés."

Prompt 2: "Here are top competitor ads: … **Rewrite 5 variants flipping emotion: (1) curiosity, (2) FOMO, (3) authority…"**

Prompt 3: "Generate **10 UGC video scripts (<15 s) emphasising first-use reaction**. Include shot list & on-screen text."

Prompt 4: "Write 3 scroll-stopping headlines that **start with a number or emoji, ≤ 8 words, for [PROBLEM] solution.**"

Our favourite **Google ads prompt**

ChatGPT ⌄

What can I help with?

Prompt 5: "Rewrite my Google ads headlines and descriptions **using knowledge from Meclabs Conversion Heuristic formula for [PRODUCT] and [HEADLINES BELOW]**"

Practical hacks
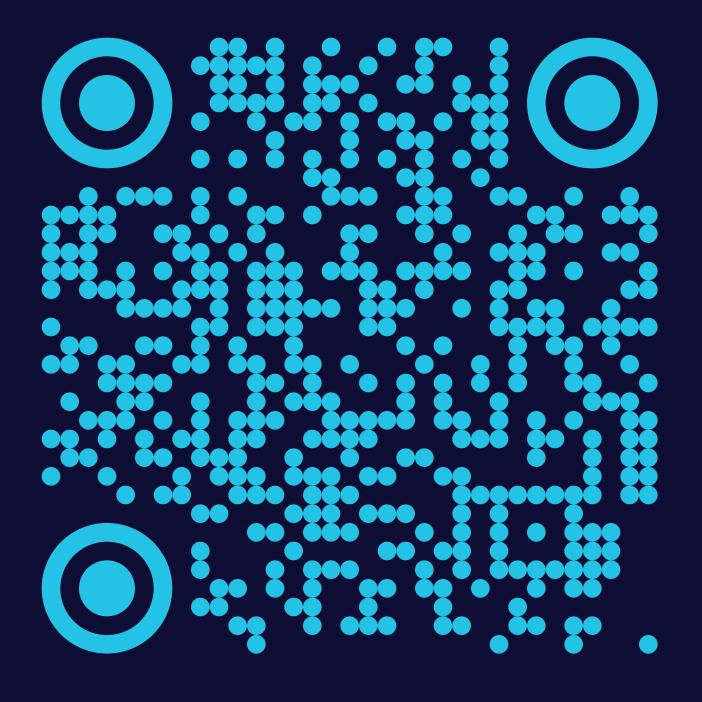## Lebesgue: AI CMO

lebesgue.io

Thank You

LEBESGUE

Your 6-Step
Profit Checklist

- Audit first-party pixel install

- Cap spend on existing customers ≤ 5%

- Split campaigns by margin tiers (Google)

- Go broad—kill lookalikes (Meta)

- Add ★★★★★ & top reviews above the fold

- Test 3 new AI-generated hooks this week

SCAN NOW

Q&A

info@lebesgue.io