



COOPERATION OFFER 2026

Meta Ads campaigns for e-commerce

Strategy, original ad creatives and sales optimisation for your store on Facebook and Instagram.

Tailor-made creatives

Dynamic catalogue + **remarketing**

The account and budget **stay with you**

River Media — Media Agency

Legnica

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“Created with passion”

Offer valid for 30 days · net prices

COOPERATION MODEL

Sales from Facebook and Instagram, **not just reach**

We run campaigns with one goal: more orders in your store at a reasonable cost of winning a customer. We build results on Meta Pixel conversion data and regular ad optimisation.



Sales growth

More online orders and reach to new customers.



A bigger basket

Campaigns that raise the average order value.



Lower cost per purchase

Optimisation for customer acquisition cost.



Full control

The ad account and media budget stay with you.

WHAT YOU GET


Conversion data from Meta Pixel

We build a database of customer behaviour so the Meta algorithm finds buyers more and more accurately.



Precise audiences

Targeting based on customer behaviour and custom audiences.



Original creatives

Ads tailored to categories, bestsellers, new arrivals and promotions — designed specifically for your store.



An active page

Regular posts on your brand profile created from campaign content — your page stays alive, not just advertising.



Dynamic catalogue

Automatic product sync: current prices and availability in your ads, with no manual work.



Remarketing funnel

We win back people who visited your store or abandoned a basket — and lead them to purchase.

CREATIVES AND CATALOGUE

Ads that **show the product** at the right moment

CREATIVES

Product-led, by category

Ad sets for product categories plus formats for promotions, new arrivals and bestsellers — in 3 sizes and carousels.

PAGE

Brand profile activity

Campaign posts published on your page keep your brand active on Facebook and Instagram.

CATALOGUE

Dynamic campaigns

Products from your store flow automatically into ads with the current price and availability.

REMARKETING FUNNEL (RLSA)

01

Store visit

The customer browses products

02

Pixel events

We track views, basket and checkout

03

Second touch

A dynamic ad with the product they viewed

04

Purchase

The customer returns and completes the order

PROCESS

Three steps to scaling sales

1

Media plan

We set campaign goals, choose ad formats and optimise your product catalogue.

2

Running campaigns

We publish ads, select audiences and split the budget to where it brings sales.

3

Optimisation

Constant analysis of results, consultations and setting new directions for the campaigns.

We measure what matters:

ROAS · conversion value · spend · cost per purchase — with full access to campaign results in your ad account.

PACKAGES

Choose your **scale**

Monthly management of Meta Ads campaigns for online stores. You pay the media budget directly to Meta.

MINI

A start for a smaller store

£485 net / month

INCLUDED

- ✓ 2 sponsored campaigns
- ✓ Up to 4 ad sets
- ✓ 20 tailor-made creatives
4 graphics in 3 sizes + 8 carousel graphics
- ✓ 5 hours of specialist time / month

MOST POPULAR

MEDIUM

Remarketing and catalogue campaigns

£775 net / month

INCLUDED

- ✓ 3 sponsored campaigns
- ✓ Up to 6 ad sets
- ✓ 30 tailor-made creatives
6 graphics in 3 sizes + 12 carousel graphics
- ✓ 10 hours of specialist time / month
- ✓ Remarketing (RLSA)
- ✓ Custom audiences
- ✓ Catalogue (dynamic) campaigns

MAX

Scaling sales and many categories

£1,160 net / month

INCLUDED

- ✓ 5 sponsored campaigns
- ✓ Up to 10 ad sets
- ✓ 50 tailor-made creatives
10 graphics in 3 sizes + 20 carousel graphics
- ✓ 15 hours of specialist time / month
- ✓ Remarketing (RLSA)
- ✓ Custom audiences
- ✓ Catalogue (dynamic) campaigns

Comparison	MINI	MEDIUM	MAX
Sponsored campaigns	2	3	5
Ad sets	up to 4	up to 6	up to 10
Tailor-made creatives	20	30	50
Specialist hours / month	5	10	15
RLSA, custom audiences, catalogue	—	✓	✓

ONE-OFF SERVICE

No ad assets yet? **We'll set them up**

Meta account setup for a store

- ✓ Creating and structuring your business account (Meta Business)
- ✓ Access management
- ✓ Creating the ad account
- ✓ Meta Pixel installation
- ✓ Configuring sales events
- ✓ Integration with your online store

ONE-OFF**£350**

net · for businesses that don't yet have
Meta ad assets set up

HOW WE START**1**

Free consultation

We learn about your store, range, margins and sales goals.

2

Access and setup

We get access to your ad account and catalogue, or set them up from scratch.

3

Media plan and creatives

We prepare the strategy, ad sets and first creatives for your approval.

4

Launch and optimisation

We launch campaigns, analyse results and scale what sells.

Good to know

- You pay the media budget directly to Meta — our fee is a fixed management charge.
- The ad account and assets remain your property.
- You have permanent access to campaign results.
- Catalogue campaigns require a product catalogue — we'll help you prepare it.
- All prices are net (+23% VAT).



CONTACT

Let's grow your store's sales

Book a free consultation. We'll review your store and your current Meta activity, then propose a package matched to your sales goals.

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OFFICE

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