



Boutique Stamps & Gifts + JumpFly
Mt. Vernon, IL, USA · <https://boutquestamps.com/>

JumpFly Social Ad Management Crafts Unique Solution to Highlight the Coveted Video Ad Format



The challenge

Boutique Stamps & Gifts is a family-owned business that specializes in **highly personalized rubber stamps**. Video ads on Meta were historically not performing well compared to other formats on the platform such as static images and carousels.

The approach

As more users discover brands through **video ads on Meta**, we came up with a **plan to prioritize the format** on Boutique's account. Since the other formats historically outperform them, the video ads get edged out by other formats when launched in the same campaign together.

Ideally, we want the **different formats in campaigns to allow Meta's algorithm to use its machine learning** to serve the ads to the audience most likely to convert.

We **developed a separate campaign** targeting a different audience to avoid overlap and **launched vertical videos** to manual placements.

The results

Since launching the campaign, Boutique Stamps & Gifts has seen a **significant month-over-month (MoM) lift in ROAS**, both for the campaign and the overall ad account.

+9.85%

Account-Wide Post
Engagement Lift MoM*

+12.5%

Account-Wide Clicks
Lift MoM*

+10.7%

Campaign ROAS
Lift MoM*

+9.8%

Account-Wide ROAS
Lift MoM

we got ours today and it's exactly as advertised
3 months ago



I absolutely love my stamp!!

3 months ago

"We look for unique solutions to challenges even if it means going against the norm or historical best practices."

—Chanthana Tsai, Account Manager, JumpFly

Featured solutions:

Audience:

- › Detailed Interest Audiences
- › Lookalike Audiences
- › Audience Exclusions to Prevent Overlap

Format and Placements:

- › Vertical Videos in Reels and Stories
- › Dedicated Video-Only Campaigns
- › Creative Built for High-Engagement Placements

Meta Technologies :

- › Advantage+ Creatives
- › Advantage+ Budget
- › Audience Expansion
- › Standard Attribution
- › Campaign Budget Optimization
- › Manual Placement Testing

*comparing May 2025 data to June 2025 data