

BUILT FROM ZERO. SCALED WITH DISCIPLINE.

How BlueAds and elluminat built a Romanian lighting business through an integrated growth system: brand, paid media, creative, data and real retail operations.



01 / THE ORIGIN

A business launched together.

The BlueAds and elluminat relationship began while the Romanian business was still at an early stage. The current brand awareness, showrooms and operating capacity did not exist yet. The work started with a shared decision to build for the long term.



FROM AN IDEA TO AN OPERATING BRAND

BlueAds was involved from the launch, not brought in after elluminat had already become established. The teams developed the business through repeated decisions about products, acquisition, content, customer experience and capacity.

The defining choice: treat marketing as part of the business model, not as a set of isolated ad accounts.

Source: BlueAds published elluminat case study.

02 / BEYOND AD MANAGEMENT

One growth system, many disciplines.

The public BlueAds case study describes a multidisciplinary team working across strategy, Meta Ads, Google Ads, content, photo and video, email, analytics and

COMMERCIAL CONTEXT

Product economics, available stock, seasonality and category potential shape what should be promoted.

DEMAND GENERATION

Meta builds discovery and demand; Google captures active search and shopping intent.

CREATIVE + CONTENT

Images, video and product stories make the range understandable and memorable.

MEASUREMENT

Platform data is read alongside store sales, order value and operational realities.

Real scale requires alignment between demand and the ability to fulfil it.

Results ↓	Reach ↑↓	Impressions ↑↓	Cost per result ↑↓	Amount spent ↑↓
18,716 Website purchases	6,443,363	100,204,647	lei56.11 Per Purchase	lei1,050,107.19
↗ 11,269 Website purchases	5,391,302	64,403,475	lei67.94 Per Purchase	↗ lei765,561.79
211,820 Landing Page Views	1,459,824	7,794,677	lei0.28 Per Landing Page Vie...	lei59,984.58
189,567 Landing Page Views	1,427,946	14,164,380	lei0.57 Per Landing Page Vie...	lei108,063.92
40,621 Website purchases	7,777,753	217,850,124	lei82.25 Per Purchase	lei3,341,072.22
34,898 Post engagements	166,023	429,330	lei0.15 Per Post Engagement	lei5,110.45
33,962 Website Adds To Cart	912,891	7,776,197	lei3.49 Per Add To Cart	lei118,521.12
15,150 Website purchases	5,597,787	76,055,546	lei57.06 Per Purchase	lei864,400.92
7,323 Website purchases	4,059,902	46,654,762	lei71.27 Per Purchase	lei521,887.38
6,771 Website purchases	3,944,431	30,373,816	lei56.03 Per Purchase	lei379,379.43
— Multiple conversions	10,894,643 Meta Accounts	631,176,933 Total	— Multiple conversions	lei8,223,822.86 Total spent

03 / META ADS / ORIGINAL PLATFORM CAPTURE

Reach at scale.

VISIBLE DASHBOARD TOTALS

RON 8,223,822.86

TOTAL SPEND

10,894,643

REACH SHOWN

631,176,933

IMPRESSIONS SHOWN

CURRENCY INFO / RON = ROMANIAN LEU

RON 8.22m ≈ EUR 1.58m*

*At illustrative RON 5.2/EUR. Original dashboard figures remain unchanged.

04 / WHAT THE META SCREENSHOT PROVES

Strong signals. Precise labels.

The provided table contains multiple rows with different result types. Its total row reports account-level spend and impressions. A visible purchase row reports 40,621 website purchases at RON 82.25 per purchase, but that row must not be presented as the total for the entire table.

ONE VISIBLE PURCHASE ROW**40,621**

WEBSITE PURCHASES

RON 82.25COST PER PURCHASE $\approx$ EUR 15.82***IMPORTANT READING NOTE**

The screenshot does not show the selected date filter. It also mixes purchase, landing-page-view, engagement and add-to-cart rows. We do not sum these result counts or assign a shared period that is not visible.

CURRENCY INFO

RON 82.25 means eighty-two Romanian lei, approximately EUR 15.82 at the same illustrative RON 5.2/EUR reading rate. This does not change the platform metric or turn it into a store-level acquisition cost.

05 / GOOGLE ADS / ORIGINAL PLATFORM CAPTURE

Pagina principală

+ Adăugați o afișare personalizată ?

+ Campanie nouă

Descărați

Feedback

Achiziții/Vânzări ▾

103 K

Valoare conv./Cost ▾

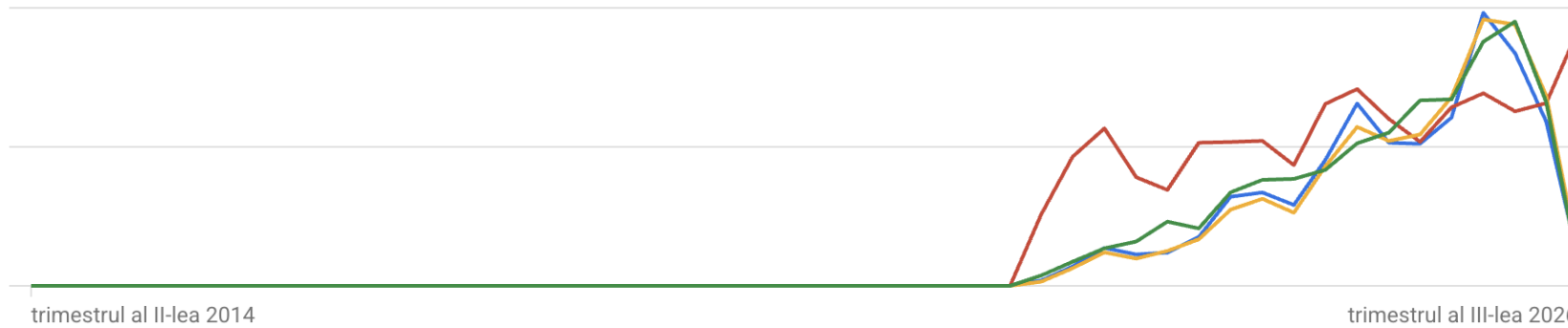
10,71

Valoarea conversiilor ▾

55,1 mil.

Cost ▾

5,14 mil. RON



CURRENCY INFO / RON = ROMANIAN LEU

Conversion value: RON 55.1m ≈ EUR 10.60m*

Spend: RON 5.14m ≈ EUR 0.99m* / 103K Purchases/Sales conversions / value/cost 10.71

*Illustrative rate: RON 5.2/EUR. Dates of the dashboard total are not visible.

06 / SHOPIFY / NOVEMBER 1-30, 2025

Nov 1-30, 2025

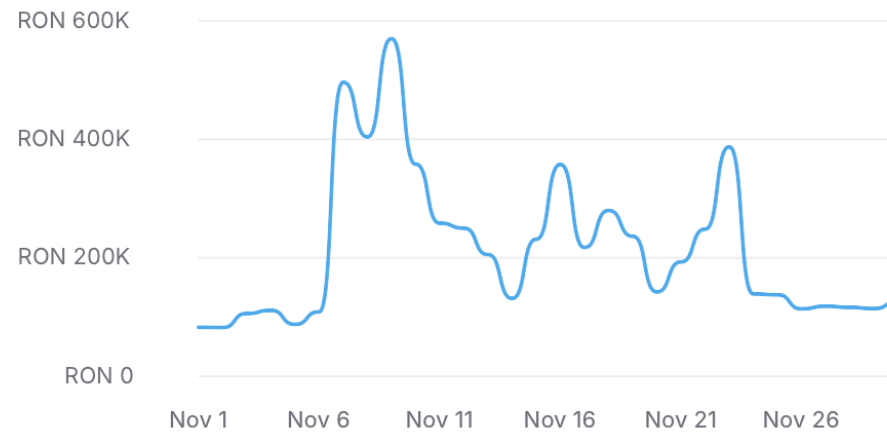
No comparison

\$₣ RON lei

Dashboard

Total sales over time

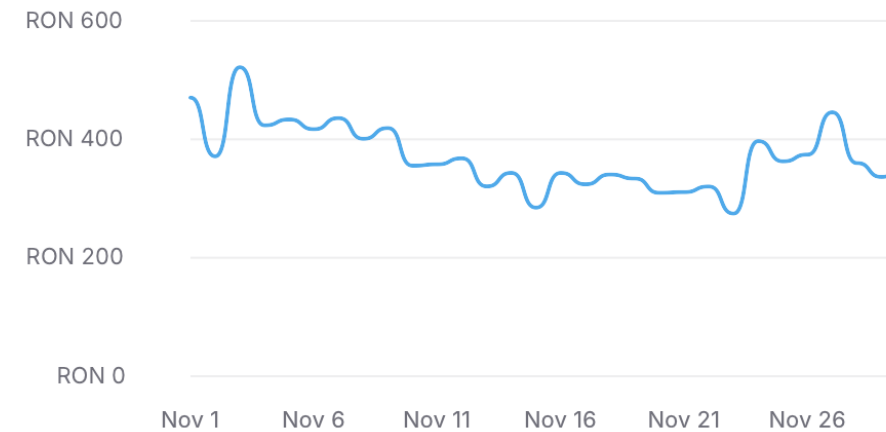
RON 6,409,874.32



Nov 1-30, 2025

Average order value over time

RON 358.60



Nov 1-30, 2025

CURRENCY INFO / RON = ROMANIAN LEU

Total sales, Nov 2025: RON 6,409,874.32 ≈ EUR 1.23m*

Average order value: RON 358.60 ≈ EUR 68.96* / One month, not an annual run rate.

*Illustrative rate: RON 5.2/EUR. The original store report remains in RON.

07 / CURRENCY GUIDE

How to read Romanian leu amounts.

The advertising accounts and the Romanian Shopify store display RON. The word “lei” on some platform screens is simply the plural of leu, Romania’s currency. International readers can use the indicative EUR column below as a scale reference.

SHOPIFY / NOV 2025 TOTAL SALES

RON 6,409,874.32

≈ EUR 1.23m

META / VISIBLE TOTAL SPEND

RON 8,223,822.86

≈ EUR 1.58m

GOOGLE / CONVERSION VALUE

RON 55.1m

≈ EUR 10.60m

GOOGLE / COST

RON 5.14m

≈ EUR 0.99m

READING RATE / 1 EUR ≈ 5.2 RON

All EUR figures are rounded illustrations using the same RON 5.2/EUR rate. They are not historical transaction conversions or accounting totals. The original screenshots remain in RON.

Reference point: ECB 26 Jun 2026 published EUR/RON 5.2411; 5.2 is a rounded explanatory rate.

08 / DEMAND CREATION

Creative, audiences and product focus.

For a large lighting catalogue, Meta Ads is a discovery engine. The public case study describes continuous review of creative directions, audiences, products and user behaviour. The goal is to identify combinations that can scale without losing commercial discipline.

PRODUCT SELECTION

Promote categories and products with stock, margin and demand potential - not merely the products that look good in an ad.

CREATIVE TESTING

Test different visual and video angles so customers can picture scale, style, light output and the room context.

AUDIENCE LEARNING

Read response by audience and funnel stage; refine what is shown to new shoppers and returning visitors.

THE BUSINESS CHECK

Creative and media choices are reviewed against store behaviour, order economics and operational capacity, not platform ROAS alone.

09 / DEMAND CAPTURE

Meet shoppers who are already searching.

The BlueAds article describes work on active demand, Shopping campaigns, commercial searches and purchase intent. In Romania, Google Ads complements Meta by meeting customers at the moment they compare products or look for a specific lighting solution.

SEARCH INTENT

Group commercial searches by product and intent, then align ad copy and landing destinations with the query.

SHOPPING + CATALOGUE

Keep product information, category relevance and availability in view when scaling a broad catalogue.

QUERY REFINEMENT

Use search-term feedback to reduce irrelevant traffic and identify categories with stronger commercial potential.

READ THE 10.71 FIGURE CORRECTLY

Google's "conversion value / cost" is an ad-platform attribution ratio. It is not the same as company profit or a store-wide return on investment.

10 / THE BUSINESS BEYOND THE DASHBOARD

A brand customers can walk into.



ROMANIA / PHYSICAL EXPERIENCE

BlueAds' published case study describes the launch of an elluminat showroom of more than 600 m², backed by an investment above EUR 300,000. The space lets shoppers see lighting products in person and connects online discovery with an in-store experience.

The brand now lists two Bucharest showroom locations on its own website. Marketing supported the communication around the showroom launch.

Original photos supplied by BlueAds; facts from BlueAds case study and elluminat site.

11 / TRACKING AND ATTRIBUTION

Three views of one business.

Shopify, Meta and Google answer different questions. Shopify reports store sales for a selected period. Ad platforms report conversions and values under their own attribution rules. Their totals are not expected to reconcile one-to-one.

SHOPIFY

Store-reported sales and order value. The supplied screenshot is specifically November 2025.

META ADS

Campaign and account reporting. The provided screenshot mixes several result types, and the date filter is not visible.

GOOGLE ADS

Attributed purchases/sales, conversion value, cost and a platform value/cost ratio. The exact filter is not visible.

Why the numbers differ: Meta and Google apply their own attribution windows and may each claim a role in the same order. Browser and cross-device signal loss, consent choices and privacy requirements in Europe add complexity. We evaluate the full business picture and reconcile platform signals against store data, product economics and actual operations.

12 / THE ROMANIAN CASE

BUILT AS A BUSINESS. MEASURED AS A BUSINESS.

elluminat Romania was built from an early stage through a sustained partnership between the brand and BlueAds. The documented November 2025 store sales, substantial ad-platform activity and physical showroom investment show a growth system with real commercial depth.

FOR AUREL / WEBSITE STRUCTURE

01 HERO

Romania-only title, both logos and authentic showroom imagery.

02 STORY

Launch from zero, partnership and integrated growth model.

03 PROOF

Keep the three original screenshots large with their exact source labels.

04 CURRENCY

Place the RON/EUR explanation directly below each money figure.

05 METHOD

Meta, Google, store data and attribution explained in separate sections.

06 SCOPE

Do not mix Romania outcomes with Bulgaria or any future market.

Sources: supplied Meta, Google and Shopify screenshots; BlueAds case study; elluminat showroom page; ECB EUR/RON reference.