

CASE STUDY



Clothing & Accessory Retailer Utilizes Paid Social for Online Sales Growth

Channel



Paid
Social Media

Industry



Luxury Apparel
& Accessories

Target/Goal



Increased PPC &
Social Budgets
While Maintaining
Profit Margins

The Situation

A high-end clothing and accessory retailer faced a challenge to hit “lofty” sales figures and revenue targets during a summer promotion. The previous year’s sales figures were stagnant, and the retailer wanted a strategy aimed at bolstering conversion rates.

Joining forces with ROI Revolution, they hoped to increase site traffic and online revenue without compromising brand integrity. They were looking to fuel this increase with an aggressive strategy in Paid Social, but recognized that upper management expected increased budgets to have a linear relationship with overall profits during the sale.

Opportunity Identified

As a luxury brand, maintaining company image was paramount, so use of terms such as “sale,” or “discount” were not an option. Because of this, ROI Revolution analysts needed to come up with a unique and inventive approach to drive additional traffic and conversions.

After reviewing the retailer’s practices the previous year, it became clear that a paid social media campaign had the greatest potential for seasonal success. With no prior utilization of paid social media, a plan needed to be devised to drive additional traffic to the site.

With Facebook specifically, the idea was to rapidly increase budgets across a variety of targeted campaigns to drive new customers to the site; as well as to entice repeat customers through remarketing to take advantage of the sale. Facebook was still held accountable to drive profitable traffic with an aim of 200% ROI across all Facebook campaigns.

Our Expertise in Action

Since the goal was to take advantage of a large increase in site traffic due to the seasonal sale, analysts treated it similar to a traditional Q4 holiday campaign. Along with traditional Paid Search best practices, Paid Social proved invaluable for capitalizing on the traffic increase. Some of the most important campaign aspects were:

- Developing a mixed strategy involving **dynamic ads and carousel ads to increase conversions.**
- **Utilizing the Facebook pixel to generate “custom audiences”** of people who either visited the website or added to their shopping cart in the past day, week, or two-week period.
- **Targeting custom audiences with dynamic ads** based on their previous product interaction or search trends.

Results



92.3%

increase in
month-over-
month revenue



220%

Increase in
month-over-
month sales

Our Expertise in Action (Continued)

- **Offering promotional incentives designed to increase conversion rate** (i.e. offering a code for free shipping not available anywhere else).
- **Structuring carousel ads around seasonal retail trends** to reroute potential buyers to the website.
- **Utilizing creative solutions and flexibility** in place of unacceptable sales terminology, thus avoiding a “set and forget” mentality.
- **Split testing landing pages between home and category pages** to determine best converting traffic.

Results Achieved

The overall results were a resounding success for the company and the annual summer sale. They reported all-time records across a variety of metrics, with **Facebook ads boosting revenue 92.3%** over the previous month and **more than doubling sales**.



Facebook Ads
Returned a 14.8x ROAS



+290% carousel ad sales
70+% conversions

“We credit the success of this campaign to the targeting strategy developed by ROI Revolution and Facebook prior to launch. Having this strong foundation in place gave us the confidence to let the campaign run its course and ultimately allowed our team to focus on other areas of our customers’ experiences.” —Marketing Manager for the Retailer

Key Takeaway

Using Facebook to drive traffic to the retailer’s website was vital to campaign success. With the amount of people online across all devices, Facebook stood out as the best platform to capitalize on, and the results are indicative of that.



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