



OUR CLIENT

Jenny is the founder of Bohodress an online women's fashion store that provides a variety of chic clothing. Jenny had a few winning products but was struggling to push the new maxi dresses on her site.


As Jenny was doing everything in-house with her assistant, she was losing a lot of time and felt she wasn't getting the best out of her campaigns.

WHAT WE DID

We used the insight tools & our in-house strategy to first understand the audience and troubleshoot. The first thing that stood out was that there was no split testing being done, and secondly her lookalike audiences needed to be properly configured as well as the pixel.


Once that was fully set up, we started our two week testing period and found two ads with a fantastic response. We measured this for a few more days then slowly increased the daily budget of the ad. We achieved 400+ Purchases by the second month and a 512X Return On Ad Spend (see second page campaign results). We implemented this process for two other clothing lines which were also successful campaigns.

WINNING ADS



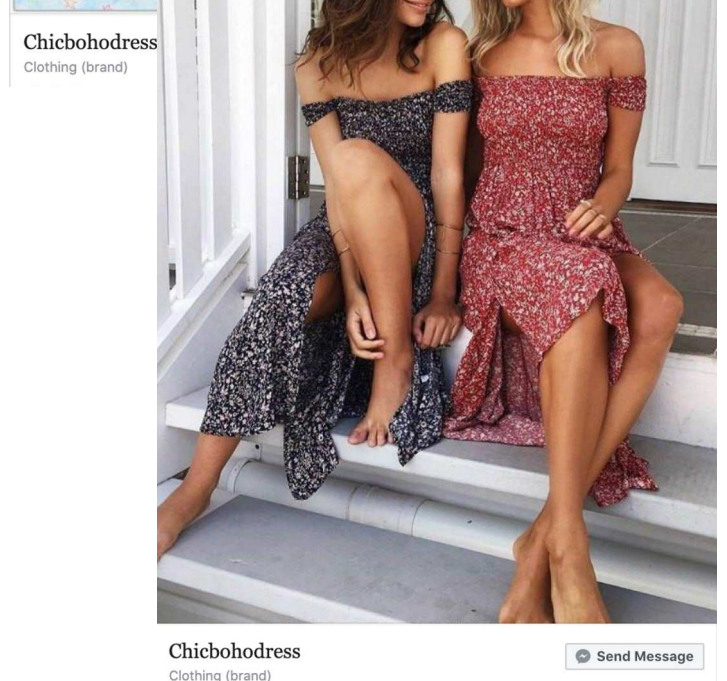
Chicbohoddress
3 April · 🌐

Bohemia V-neck Printed Beach Maxi Dresses 🌸🌺🍓
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Chicbohoddress
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