

CASE STUDY

Industry: E-Commerce

Service Opted: Performance Marketing

CLIENT OVERVIEW:

- Industry: E-commerce
- Product: Pre-loved designer bags
- Platform: Online store with a focus on high-end, second-hand luxury handbags
- Goal: Increase sales, improve ROI, and grow the customer base through performance marketing

OBJECTIVES:

- Increase website traffic by 50% within 3 months.
- Achieve a 20% increase in sales within 3 months.
- Improve return on ad spend (ROAS) to 5:1
- Reduce customer acquisition cost (CAC) by 15%.

STRATEGY:

- Pay-Per-Click Advertising
- Content Marketing
- Social Media Marketing
- Email Marketing
- Affiliate Marketing

RESULTS:

- Website Traffic increased by 55% within 3 months, surpassing the initial goal.
- Achieved a 25% increase in sales within 3 months.
- ROAS improved to 5X, exceeding the target.
- CPA reduced by 17%, achieving the target.

WHAT GOT US RESULTS

- **Targeted Ads:** Precise targeting and continuous optimization of ad campaigns.
- **Retargeting:** Effective retargeting can significantly boost sales by re-engaging potential customers who previously showed interest.
- **Content Marketing:** High-quality, SEO-optimized content helps in driving organic traffic and establishing the brand as an authority in the niche.
- **Analytics:** Regular analysis and adjustment based on performance data for maximizing the effectiveness of marketing efforts.