

case studies

entertainment ecommerce

Entertainment business launches into 50+ locations

Company profile

A entertainment company demonstrated the impact that a great mix of organic socials, influencer marketing and increase in ad spend has had by utilising an extensive data network.

Starting with 2 studios, we launched them into over 50 new locations across AU & NZ.

Where we started

When we started, the companies average purchase value was \$22,000, by increasing spend and segmenting their data sources into actionable buying audiences we now have this at \$543,000 per month.

Our buying strategies allowed the client to capitalise on existing data and spend to date.

Relatability

While the entertainment sector may be different from your own, it utilises the same data sources and ecommerce based dynamic retargeting techniques.

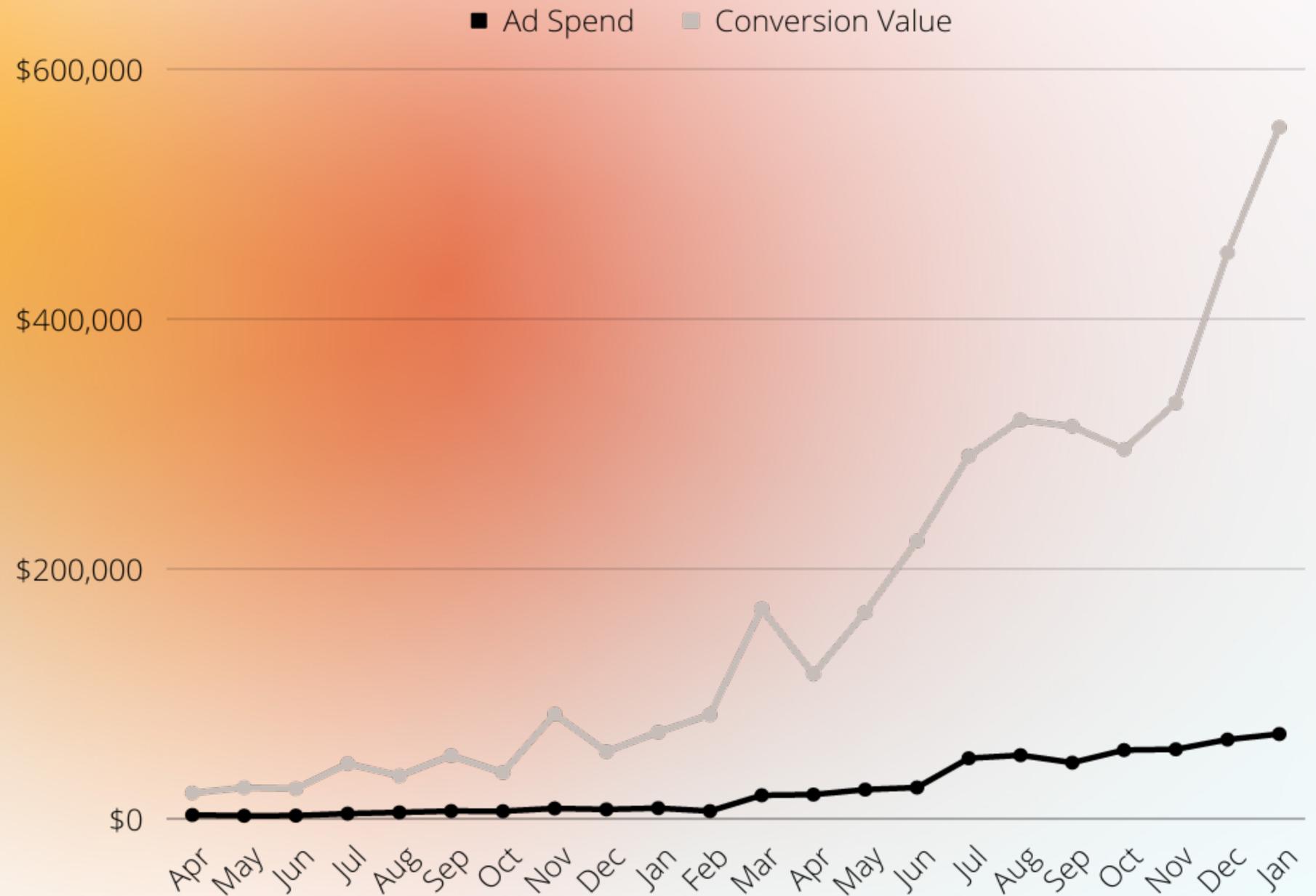
Most importantly, we were able to facilitate major growth into new markets while having daily comms and a solid relationship.

investment

Result

As a result of our buying strategies, ROI has increased more than +22x in over 22 months as we continue to follow the data trends and analyse the correct level of investment to ensure an increase in return.

The company is now set to take the UK market later this year.



case studies

retail ecommerce

Retail company launches toys across its digital platform

Company profile

A retail company launched an extended toy range through a strict digital/ecommerce channel using a mix of paid social and paid shopping placements paired with influencer activity.

Where we started

We starting with 15 products in month 1 with a spend of \$1,000 that turned over \$26,000. They now stock and sell hundreds of toys per day with a monthly ROAS of 6.

This growth and our segmentation from day one has given the client a huge data base for retargeting and modeling.

Relatability

We used mass reach/growth strategy through digital channels.

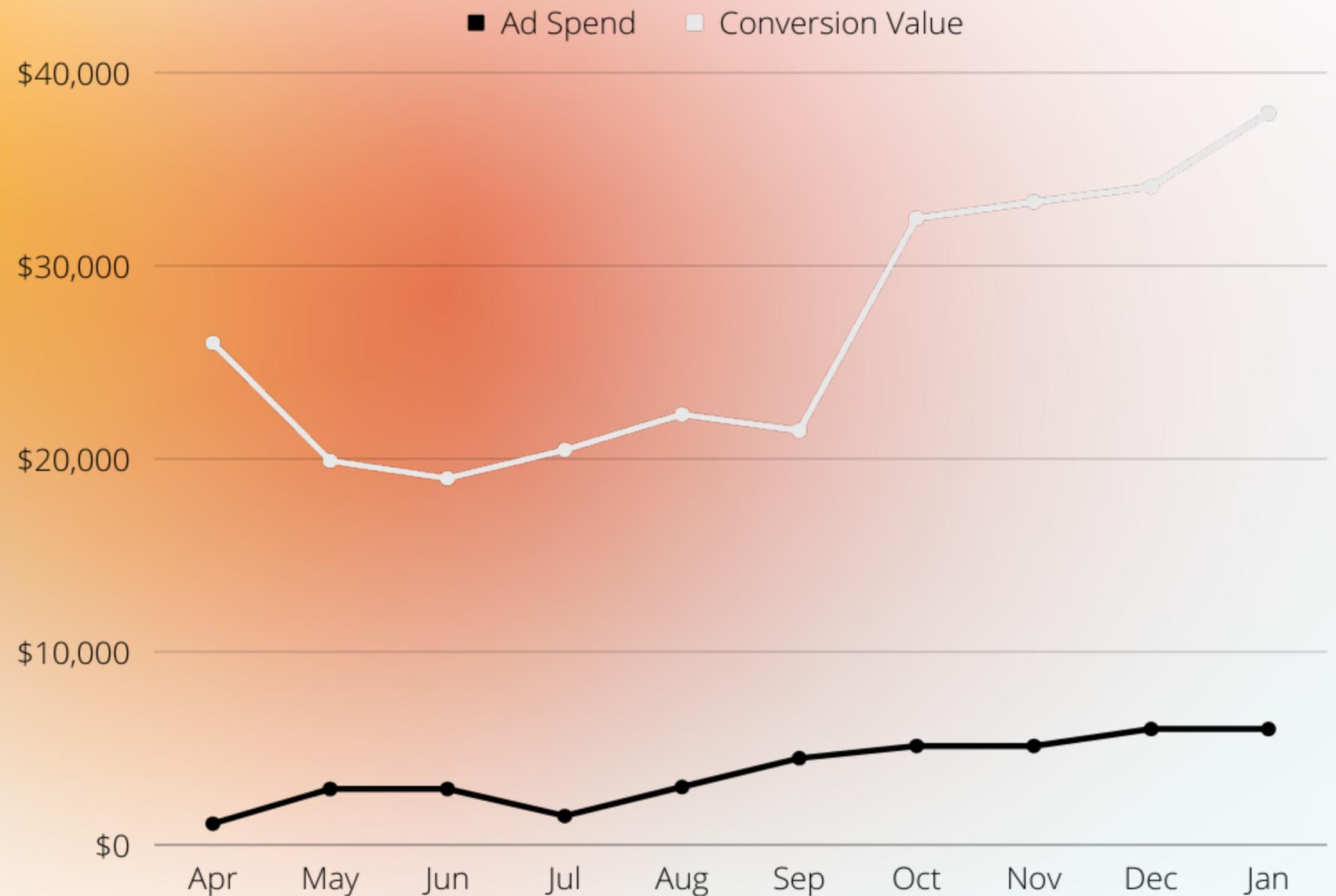
This brand had no ongoing retail presence or wholesaling to facilitate growth so we had to be savvy with how we invested in a 100% digital environment.

investment

Result

As a result of our buying strategies, ROI has increased more than +90x since our launch 10 months ago using our segmented data techniques.

While these may be much lower amounts in comparison to other case studies, it is still key to see the potential in a well thought out and executed growth strategy as our dual goals of conversion and reach continue to be pushed.



case studies

ecommerce & wholesale

Electronic company launches into new markets OS

Company profile

A hybrid wholesale and ecommerce electronics brand have scaled their operations into several international markets supporting both retailers and their own online stores via paid search, social and video channels.

Where we started

We starting with an account that was quite poor and conducted a month long audit/deep dive into existing and new data sources, transforming their bidding and tracking techniques.

Since then we have ensured the longevity of both channels for this client across upper, middle and lower funnels.

Relatability

While electronics may not directly link to your product offering, the hybrid wholesale/ecommerce model is highly relevant.

Knowing how to correctly track, optimise and allocate investment between these two channels is key to success and ensuring your digital works as hard as it can for you.

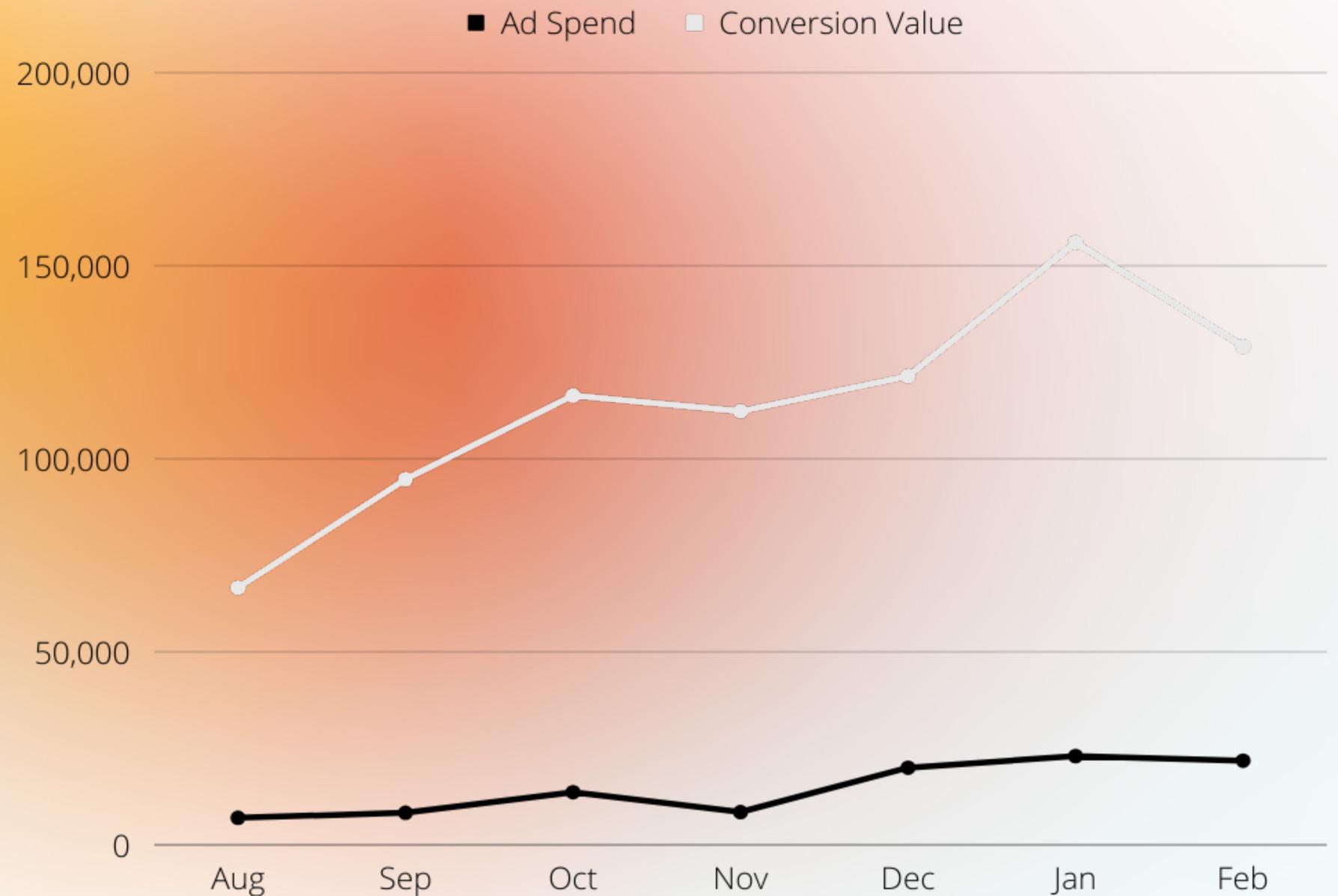
investment AU

Result

When we first took on this account there were a lot of foundational problems that made the account health quite poor.

We rebuilt all of the existing data sources, added in new audiences, optimising tracking systems and creating a funnel based system that continues to see strong results between 4-5.x ROAS out of seasonal sale periods.

We continue to penetrate new markets and TOF strategies here as an ongoing data fueling technique to ensure customer wear out is minimised.



investment US & UK

Result

While both of these markets vary in their audiences and approach to purchase, the foundations to growth and scaling from a buying POV are the same. For us, it is about ensuring a dual goal of conversion and awareness is upheld with a brand approach to the upper funnel and performance approach to the lower funnel.

This was also about having enough reach to attract retailers. We continue to work on our growth plan here week on week.

