



SAVILE ROW COMPANY



blimpp

HOW BLIMPP DELIVERED 769% RETURN ON AD SPEND
ACROSS FACEBOOK, USING DYNAMIC PRODUCT ADS

“THEY KNOW THEIR
PRODUCT INSIDE
OUT AND IMPLEMENT
BEST PRACTICE IN
EVERY ELEMENT OF
THE CAMPAIGNS.
RESULTS SPEAK FOR
THEMSELVES.”

LEE-ANNE HARRIS
MARKETING DIRECTOR
SAVILE ROW COMPANY



blimpp

SAVILE ROW COMPANY

LONDON

SAVILE ROW COMPANY IS A BRITISH DIRECT-TO-CONSUMER MENSWEAR BRAND, BASED IN LONDON'S SAVILE ROW.

This is the story of how we achieved a Return On Ad Spend of 769% across their Facebook prospecting campaigns.

The Savile Row Company are an online retailer of fine luxury goods, with a focus on menswear, accessories, footwear and formalwear.

Being a direct-to-consumer brand, reaching new customers is a primary objective within their online marketing, with paid search long being the dominant channel.

However, Facebook also represented a significant opportunity, given the targeting capability of the platform. With this in mind, Savile Row Company challenged blimpp to scale their existing paid social efforts beyond simple retargeting. The company wanted to drive incremental sales, but only where it was efficient to do so, and had strict ROAS targets in place.



“I HAD ACTUALLY ATTENDED A TRAINING COURSE WITH HARPAL AND WAS IMPRESSED WITH HIS QUICK, DECISIVE REVIEW OF OUR ACCOUNT. I KNEW HE WOULD BE ABLE TO RUN THE ACCOUNT MORE EFFICIENTLY THAN OUR EXISTING AGENCY. I DIDN'T CONSIDER ANY OTHER COMPANIES AS I WAS SURE THAT WE WOULD BE IN GOOD HANDS.”

LEE-ANNE HARRIS
MARKETING DIRECTOR

APPLYING OUR SPLIT APPROACH

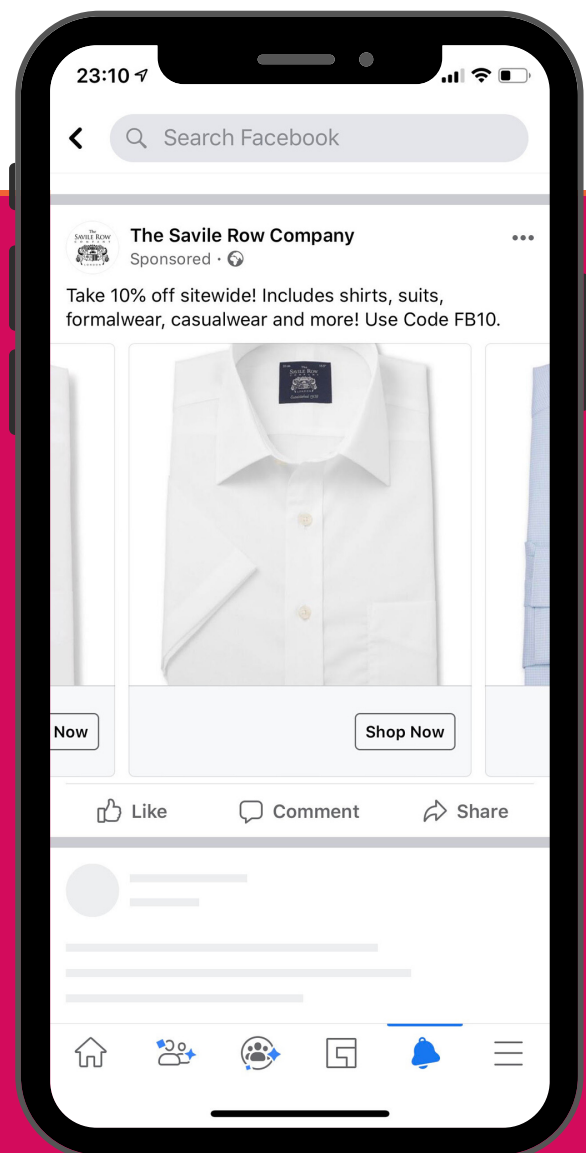
blimpp's quickly identified Dynamic Product Ads as a key opportunity area, owing to the client's extensive product catalogue and rich customer data that could be leveraged within targeting.

SPLIT is a proprietary methodology specifically for Facebook DPA activations, which focuses on maximising client assets to achieve abnormally productive results. Within this, we first ensured that the appropriate tracking was in place to deliver desired performance,

and then created extensive lookalike audiences based on a variety of client data sources. Once the basics were in place, we then followed up with several ad creative variants encompassing carousel, slideshow, and single image. Following the initial test runs, we were able to reach maturity and scale up the winners, and then repeated the process across new audiences.

THE RESULTS

Once the DPA test reach maturity, we were able to achieve 769% Return On Ad Spend, and drive transactions at a Conversion Rate of 3.1%. Given that the campaign was targeting new audiences, these results were far beyond what the client had previously achieved, even outperforming several retargeting campaigns.



APPLYING OUR SPLIT APPROACH



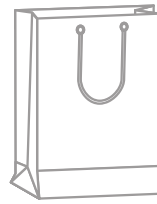
2.74%

CTR



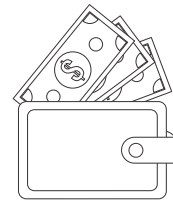
769%

ROAS



3.1%

CONVERSION
RATE



+63%

INCREASE IN
REVENUE

As a result of the new Dynamic Product Ad campaigns, Savile Row Company enjoyed performance uplifts across the board vs. previous prospecting activity.

At the top-of-the-funnel, CTR was 12% higher than equivalent, non-dynamic campaigns. Post campaign, this was attributed to more precise audience targeting due to an accelerated testing plan. Creative was also bespoke across each audience, based on serving category-specific ads across audiences.

Conversion Rate was also substantially improved vs. previous campaigns, with an uplift of 11% realised. Coupled with a 38% decrease in click costs, the overall Return On Ad Spend was a 789%, a 33% improvement on the next best prospecting campaign.

One of the key factors of success within this activation was the close collaboration between client and

agency, with close communication in terms of what was working well and what wasn't, responsive delivery of client assets when requested by blimpp, and a willingness to go beyond the traditional parameters of running a Facebook campaign.

Combined, these efforts resulted in performance that was on-par with that of paid search, a previously untouched channel in terms of performance marketing effectiveness.

FIND OUT HOW BLIMPP CAN SCALE YOUR FACEBOOK DYNAMIC PRODUCT ADS WITH OUR SPLIT METHODOLOGY

GET IN TOUCH

