

A clothing retailer came to Huddled Masses with the goal of generating new customers

A clothing retailer came to Huddled Masses with the goal of generating new customers and driving online sales, with a focus on reaching Plus Size consumers. They had a CPA goal of \$20.

One week after the campaign launch, we looked at all the data we had gathered and began making optimizations and moving budget towards the strategies that were driving the most conversions, creating new strategies based upon our learnings and turning off strategies that were not working.



How Huddled Masses delivered results

FACEBOOK/INSTAGRAM

We saw that Instagram was performing better than Facebook so we shifted more budget into the top performing Instagram tactics.

REMARKETING

Increased bid and spend on the remarketing strategy

ADDED: ADAPTIVE SEGMENTS

These segments weed out exhausted users from the re-targeting pool and adapt to users who are expressing interest by serving them more ads.

ADVANCED REPORTING

We used advanced reporting to pull an audience index report, and added a behavioral segment targeting Millennials who were indexing highly as converters.

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Launch Strategies

- ▶ Paid Social (Instagram/Facebook)
- ▶ Cross Device Display
- ▶ Behavioral Targeting: Women's Fashion and Apparel Buyers » Plus Size Apparel
- ▶ Lookalike Modeling: Our proprietary algorithm created a seed audience from conversion data and targeted people who are similar to ones that are converting.
- ▶ Re-marketing: Target people who visited the site but did not complete our call to action.
- ▶ CRM Targeting: Targeted past clients as well as used this data as a seed to build a lookalike audience.
- ▶ Keyword targeting: We used the clients Search Keywords to create a custom segment where we looked for those keywords in contextual environments
- ▶ Adaptive Segments: We used custom segments to go after "cart abandoners"
- ▶ Native: We used Native ad placements targeting fashion related content.

At the end of the 30 day campaign we exceeded our clients expectations and goals, delivering a eCPA of \$7.22. The client gave us additional budget to run their upcoming Black Friday campaign.

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