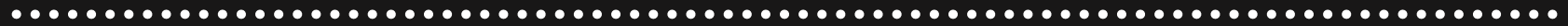




PINK DOLPHIN
DIGITAL ADVERTISING & RETARGETING CASE STUDY



PINK DOLPHIN DIGITAL ADVERTISING & WEB/CRM RETARGETING PROGRAM

OUR TASK

Plan & execute a digital advertising program for the leading independent street fashion brand – Pink Dolphin (PinkDolphinOnline.com). With hundreds of thousands of monthly site visitors and ardent followers across social media, the company wanted to turn fandom into untapped profits. And didn't want to come across as promotional.

OUR STRATEGY

We moved forward with a multi-channel/platform program that included non-converting web visitor retargeting across the web and on Facebook & Instagram. We also folded in CRM database retargeting that included trialing the “lookalike” audience segments* on FB & Insta. Testing creative and audience targeting was a key emphasis.

THE RESULTS

REVENUE ROI

- Within 3-months we were able to grow monthly ad spend ROI to more than 5-to1, with a high of 12-to-1.

FOLLOWER GROWTH

- Lookalike audience* targeting helped introduce the brand to new fans. Instagram followers increased from 109k to 143k in 9-months.

FREE IMPRESSIONS

- Not only did the retargeting and straight ad buys drive positive revenue, it also drove more than 1 million free monthly impressions.

• Lookalike audiences are comprised of individuals who share the same demo/geo/psycho characteristics of existing social fans or CRM lists.