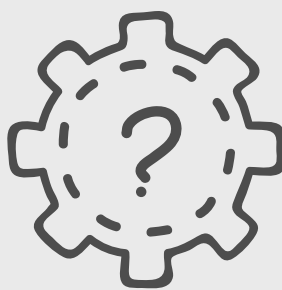


Performance Case Studies

TITLE

*Campaigns fade,
strategic planning is eternal:*
a fashion case study!



THE CHALLENGE

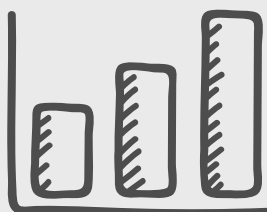
Inshoes came to us with a specific problem:
a ROAS of 1.8. In a very competitive market,
Inshoes wanted to stand out and increase sales



THE SOLUTION

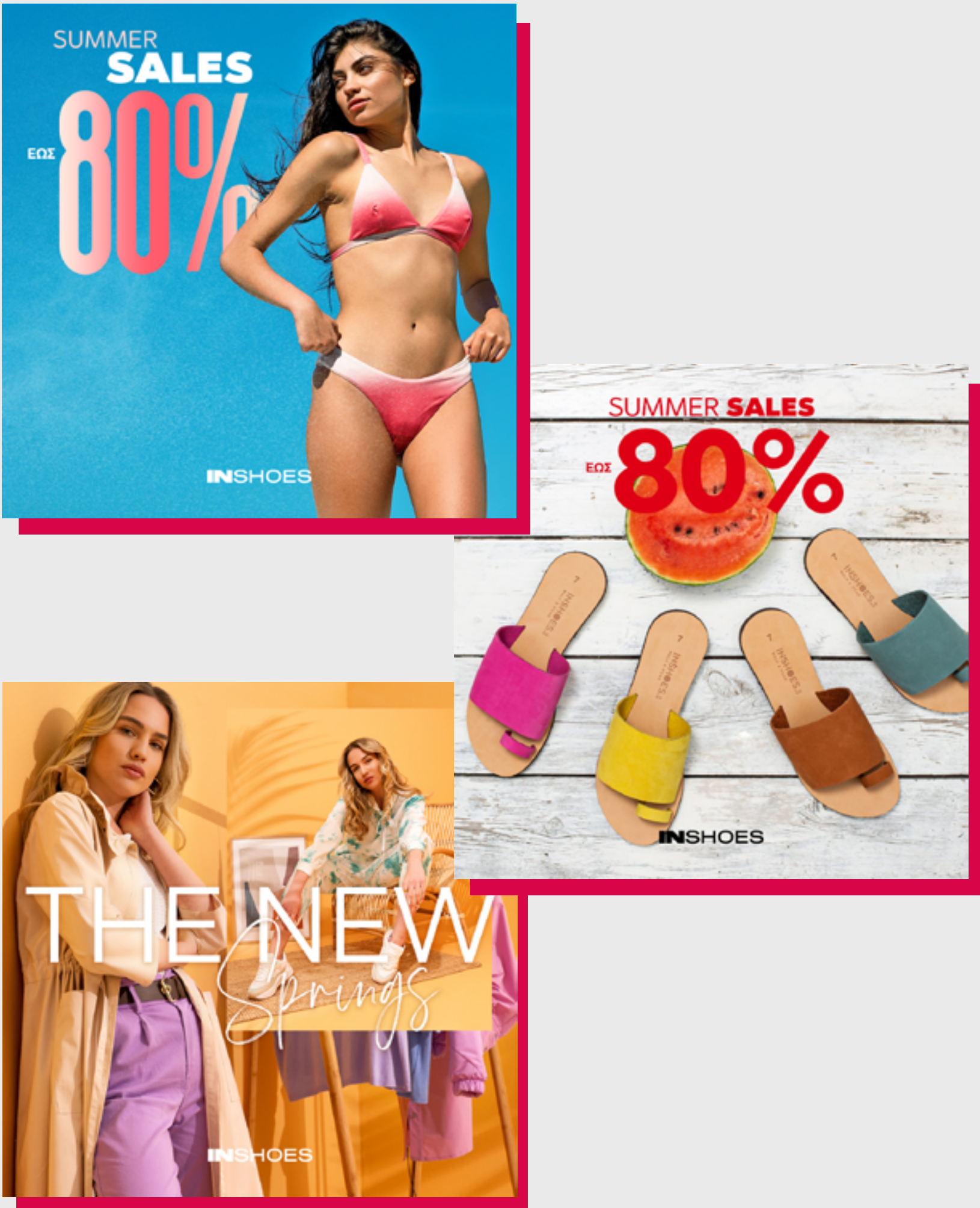
We created **scroll-stopping visuals** and a **media strategy**
built to constantly test & learn, applying key learnings and
optimising for the **best selling visuals**.

At the same time, we targeted **new, lapsed** and **existing**
customers constantly developing our remarketing list.



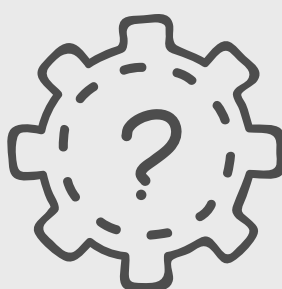
RESULTS

- 5.7 ROAS, an increase of 180%
- 14.175 purchases an uplift of +356%
- Follower growth (from 14k followers to 46k followers)



TITLE

*Everybody else has the same
24 hours, but I'm going
to make the most of my 24 hours.*



THE CHALLENGE

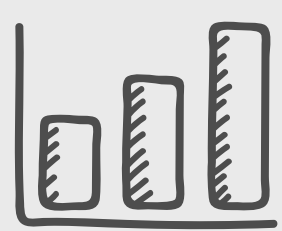
Renew the audience's **interest** for 'δέκα', while launching the **new 'δέκα' products**



THE SOLUTION

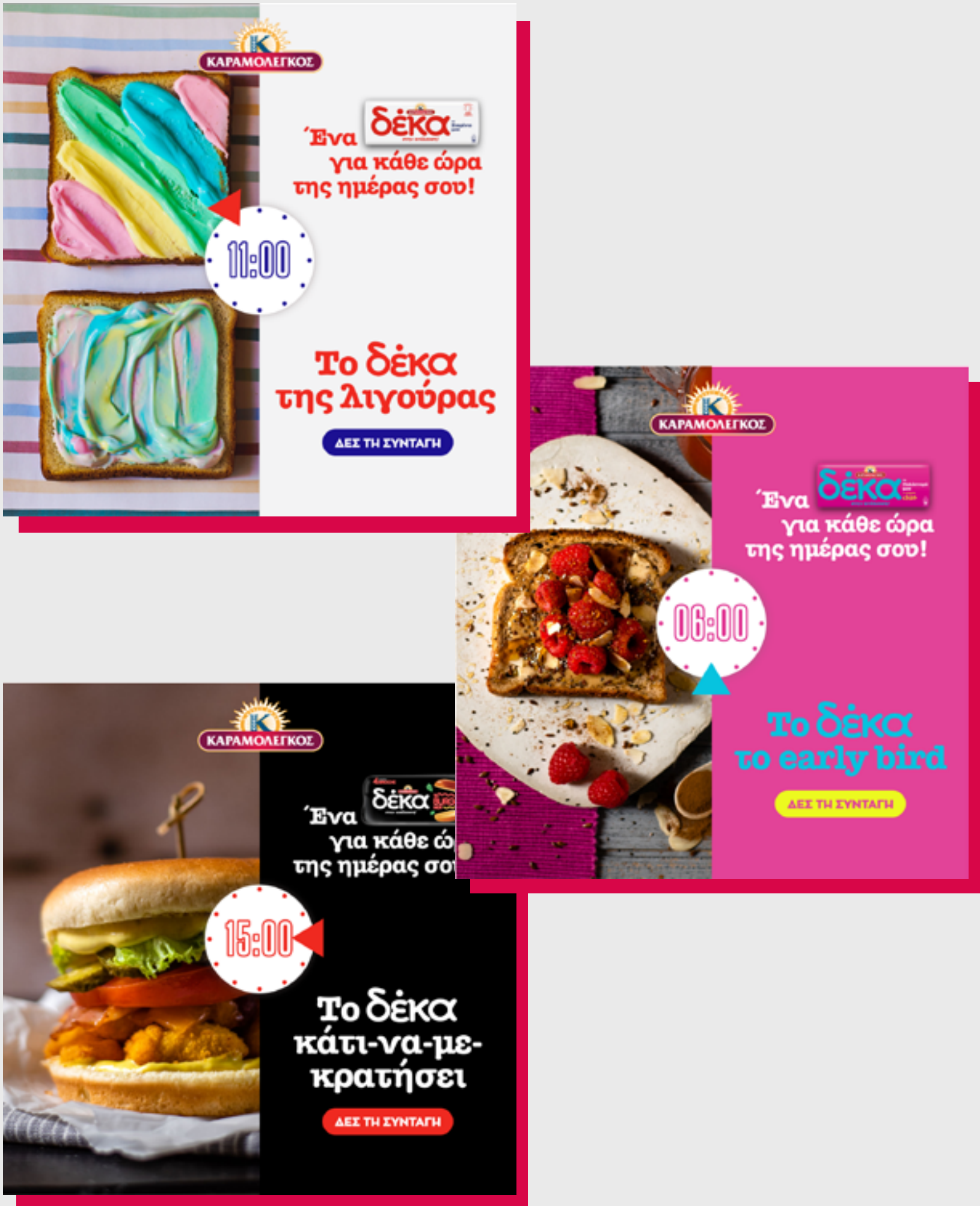
We created the first 24/7 recipe campaign!

Each hour of the day, a different, personalised ad was running. **24 different recipes**, based on '**δέκα**' products were matched to a different mood and time of day.



RESULTS

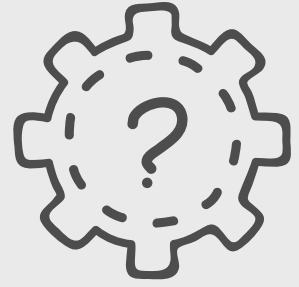
- Impressions: 4,200,128
- Landing page views: 56,349
- Cost per landing page view : €0.18
- Post engagements: 51.707



TITLE

The Digitalisation of BoConcept

A New Era for the brand



THE CHALLENGE

How do you **increase sales** when you do not have an e-shop & **all physical stores are closed** due to the pandemic?



THE SOLUTION

We changed the traditional sales funnel, by replacing the traditional KPIs & goals with digital ones

1. We **generated traffic** with a compelling offer
2. A/B tested **more than 20 creatives** to find the best performing ones
3. We delivered the **Bo-Concept store experience** at visitors' place through **video calls, online interior design service & live chat** and created a **virtual shop** as well
4. Created **strong CTA** to visit our website

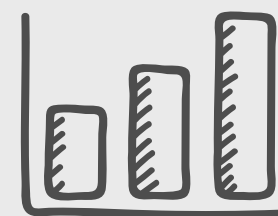
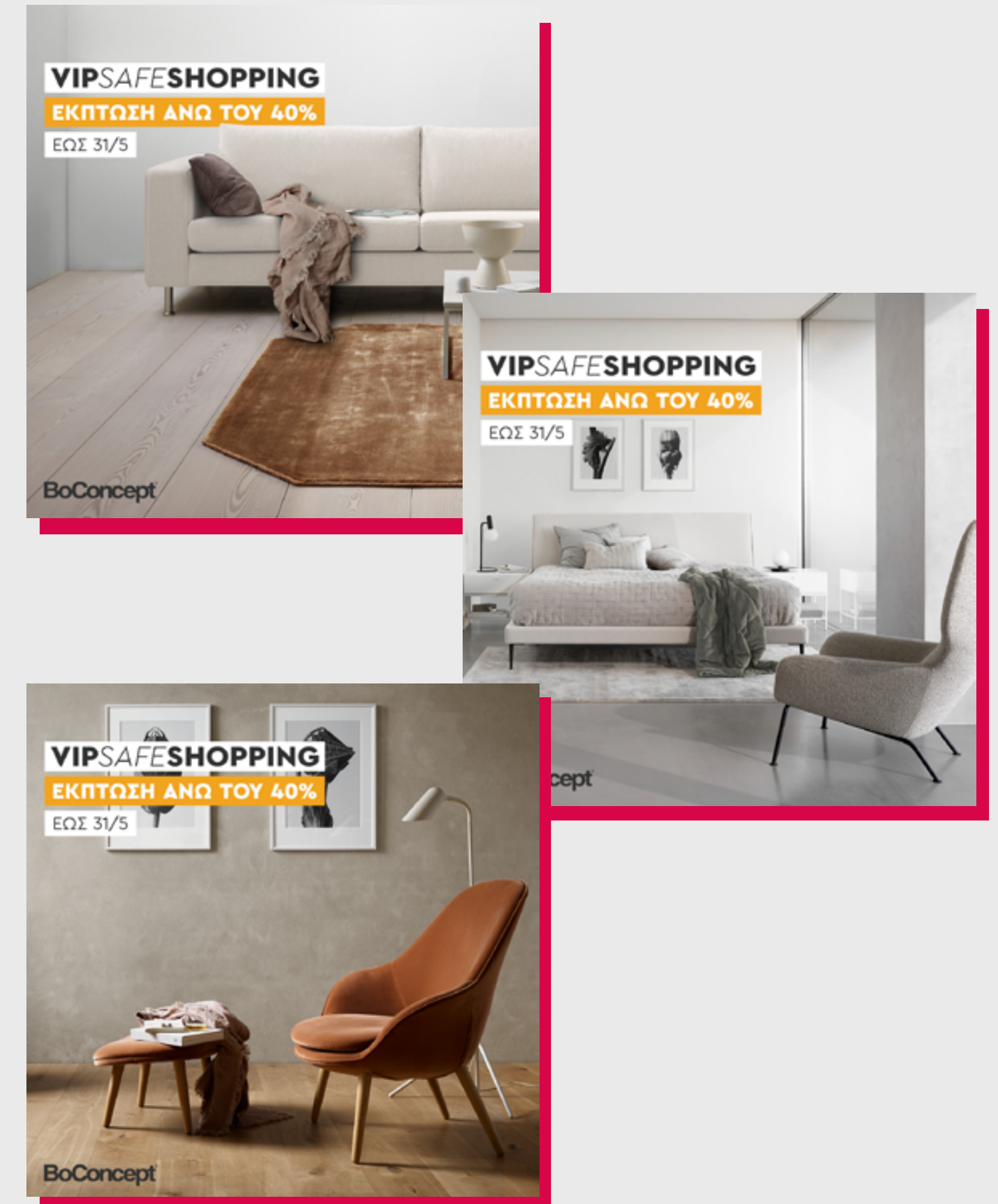
RESULTS

Facebook & Instagram:

- 400.000 people reached
- 11.000 site clicks
- 0.9€ cost per click

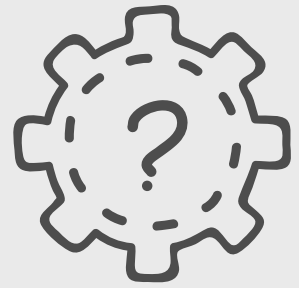
Business Results:

- 1.200 valuable leads
- 500+ Orders
- Turnover: High Record!



TITLE

When the right marketing strategy
beats lower pricing...



THE CHALLENGE

Greeks drove to **Bulgaria** in order to **shop cheaper products**



THE SOLUTION

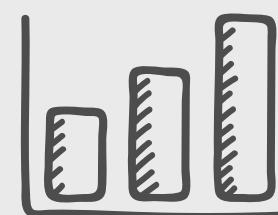
We created a 100% local marketing campaign!

We combined a **well-defined strategy** with **sales-oriented creatives & convincing call-to-actions**.

We targeted **affluent consumers**, i.e. **frequent international travelers, premium devices & brands**, and others with relevant special interests. Lastly, we used **geolocation** targeting and run **display ads**.

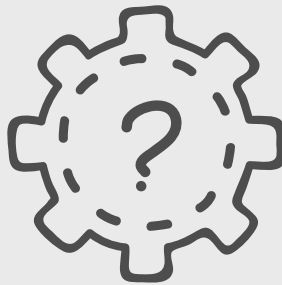
RESULTS

- Bulgarians drove to Thessaloniki, Greece to shop two-times more expensive products
- Double-digit increase in sales; year-over year
- We helped BoConcept Greece with the Franchise of the Year award among 60 other countries



TITLE

Having a zen energy,
leads to great results...



THE CHALLENGE

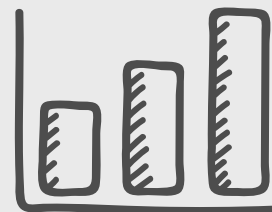
One Way (Zen Energy) came to us with a great challenge: **Collect leads** in a very competitive market (energy) and lead the game. **They wanted to stand out** and become the **no.1** in collecting leads for ZeniΘ.



THE SOLUTION

We started from scratch creating a 360-strategy including as many channels as possible (**Search, Display, YouTube, Discovery, Programmatic, Facebook & Instagram**) with **scroll-stopping visuals** that highlighted the 5-digit contact number.

Client informed us that **phone leads** were **converting higher** than any other and we use this great insight. We targeted many **different groups**, and developed a big enough remarketing list that brought us **leads at the lowest cost**.



RESULTS

- 21.200 unique leads in 6 months
- 7.000 new customers in 6 months
- Minimum Cost/Lead on Specific Channels (e.g. Discovery) **below 1€**
- Minimum Daily Cost/Lead 4.70 (all channels)
- Average Daily Cost/Lead 8 (all channels)



THANK YOU!

Humble.