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Increasing Conversion Rates by 50% with User-Generated Content and
Landing Page Optimization for Subscription e-Comm Brand
Case Study - Subscription e-Comm Brand
CRO
Paid Social
The Goal

A leading subscription e-comm brand recently teamed up with the BMG360 digital team to revitalize its paid social marketing strategy.

The Strategy

A Targeted UGC-Focused Creative Strategy

We built a strategy using primarily user-generated content (UGC) to create a strong and engaging narrative around the subscription product.

Several types of UGC were deployed, including product videos, testimonials, and visually appealing unboxing videos. This strategy was reinforced by carousel image ads featuring the subscription product.

Each of these assets was designed to resonate with the target audience and to provide compelling reasons for them to sign up for the subscription service.

In this case, broad targeting was used to ensure the ads reached the most receptive audience. The team analyzed and understood the core demographic for our client and carefully tailored the marketing efforts to appeal to these potential customers.

The team also utilized a strong creative strategy, featuring enticing "Gift With Purchase" assets. This additional incentive was incorporated into the ad creatives, generating further interest and engagement.

The messaging used in the campaign was clear and focused on the core value proposition. Evergreen messaging was used to emphasize the exceptional value of the subscription.

Content-Rich Landing Pages

In addition to the strong creative strategy and focused messaging, the campaign also made use of content-rich landing pages. These pages highlighted each product featured in each delivery. Through Shopify integration, a unique add-to-cart functionality was built out, allowing users to directly add the box and choose their gift with purchase directly from the post-click landing pages.

This strategy led to a 30% decrease in bounce rate, showcasing the effectiveness of providing rich, engaging content that directly leads to a clear and easy purchase pathway.

The Results
50% conversion rate increase
60% decrease in cost per acquisition

Exceeded subscription sign-up targets and annual goal by 30%

Leveraging a dynamic mix of user-generated content, targeted advertising, and content-rich landing pages, the campaign resulted in a 50% increase in conversion rate (CVR) and a 60% decrease in overall cost per acquisition (CPA) for March. This boosted performance made March the best-performing month for the business, exceeding subscription sign-up targets and pushing the business ahead of its annual goal by 30%.

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