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Who We Are
Careers
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Improving ROAS by 75% with a Sponsored Content and Paid Social Strategy
Case Study - Paid Social and Sponsored Content for High-Quality Furniture Retailer
Sponsored Content
Paid Social
The Goal

Our goal was to grow and scale our client's business.

The Strategy

To drive better results, we applied a combination of our Sponsored Content Network (SCN) and Paid Social strategies. These tactics consistently delivered above the Key Performance Indicator (KPI) goals and helped scale spending for our client.

To tackle the challenge of ad fatigue due to frequency, we used SCN to tap into our client's target audience and grab their attention in a different way.

We conducted 25 tests over two years using Dynamic Creative Optimization to quickly identify the best combinations of creative, headlines, and ad copy. We placed the content on industry-specific domains to reinforce the credibility that the content is from experts in the field.

The Results
Scaled quarterly spend by +249% over a two-year period
Improved ROAS by 75% during the first and last full quarter of the campaign
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What can we do for you?*

Direct Mail, TV, Paid Social, and SEO for Retail Personal Care

Increasing Revenue by 147% with Direct Mail and Cross-Channel Tactics

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Paid Social and Sponsored Content for High-Quality Furniture Retailer

Improving ROAS by 75% with a Sponsored Content and Paid Social Strategy

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Increasing Leads by 45% with Sponsored Content for Fitness Education Brand

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