



## Clothing Subscription Box

### Client Overview

This Clothing Subscription Box client was looking to maximize their return on ad spend (ROAS) while still growing their website traffic.

This meant that we needed to focus on prospecting the internet for qualified customers as well as retarget existing website visitors.

By analyzing trends from past months and leveraging 1st party data, we were able to exceed the client's expectations and continue a strong partnership together.



### Campaign Results

2.6x

ROAS

In order to achieve a strong ROAS, we spent the 1st month together focusing on driving quality customers to the client's website via ads served on specific clothing blogs, fashion websites, YouTube channels etc.

\$156k

Total Conversion  
Order Value

By driving significant amounts of in-market customers to the client's website, we were able to establish a vetted audience list that we could later retarget at scale.

47,831

Clicks

This long-tail strategy of gathering an early baseline of monthly website visitors allowed us to continue seeing performance month over month.

0.38%

CTR