



Women's Accessories

Client Overview

Ahead of the month of November, it's imperative that companies scale their advertising accordingly.

For this Women's Accessories client specifically, they were looking to maximize their ROAS by driving as many conversions as possible while monitoring a CPM cap.

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

8.68x ROI on Black Friday

\$144k conversion order value

5.5x ROI for November

0.22% click-through rate

Considering seasonal market conditions, we increased website users during slower months to take advantage of the larger audience list size during busier seasons (i.e. Black Friday, Valentine's Day, Holidays). We also targeted specific placements for serving ads on women's accessories blog websites, fashion websites, YouTube channels etc.

In order to prepare for Black Friday and Cyber Monday, we tested where the CPM ceiling was and then tested where the CPM floor was during Single's Day. Then during Black Friday, we were able to bid at the optimal CPM to win the needed traffic but not under nor overpay during the big spike in volume and spend.