

Client Case Study

Trigger Tons of Orders & Repeat Purchasing by Facebook

Lauphier is a luxury fashion brand. This marketing campaign mainly focuses on Europe and the United States. Through Facebook advertising marketing to attract new customers, maintain close relationships with them and promote continuous advertising in fan pages to enhance conversion rate. Use the Facebook marketing strategy to attract users' understanding of products and brands with content creativity. To use different textual materials for different regions, and cooperate with special holidays in different regions to promote new users' understanding of products and brands, and promote new users to buy. For the old customers who have already purchased, use the advertising form of DPA to re-marketing and improve the overall ROI. The whole process continuous optimize traffic (optimize audience, advertising creativity, etc.) and increase effective traffic.

Lauphier was a significant success in the first month of the Facebook campaign, so from the 30,000 RMB budget to about 100,000 RMB, through discounts, buy-and-donate activities to increase fans' willingness to participate. The ROI is increased by 62% in the first three months, the CPC has reached: 0.4, CPM: 8 US dollars, CTR: 3.5%.

Challenge

1. Attracting new users
2. New ideas for old users
3. Different regions with different textual materials

Solution

1. Population insight in target markets
2. Matching differentiated requirements
3. Campaign testing

Improvement

1. ROI is increased by more than 50%.
2. The sales order is increased by 150%.

ROI
Increased by 62%

CPC
Up to 20%

CPM
8 US Dollar

CTR
3.5%

LAUPHIER

Lauphier
(Luxury Fashion Brand)



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