

CASE STUDY

case study



Frendorf is an online home decor store that offers a variety of lighting, decoration, and furniture items.

THE PROBLEM

Frendorf was seeking a reliable and capable partner who could help them increase their sales by scaling their low leads, all while maintaining their cost per lead. Essentially, they were looking for a company that could help them grow their current efforts so that they could ultimately expand into the German market.



PRODUCTS



PAID
SEARCH

CLIENT TESTIMONIAL

Working with SW has been a game changer for us in terms of sales and monthly revenue. They took responsibility of all our marketing goals like professionals right from the start they understand our ambitions, market.

They use the same budget that we were burning previously but not getting the best of sales, but with in 2 months they not only tripled our monthly revenue but our daily ordered boosted from 1,2 to 7-8.

Thank you SW we recommend anyone who wants to generate more SALES and REVENUE.

-GTECOMB.V.



OUR APPROACH

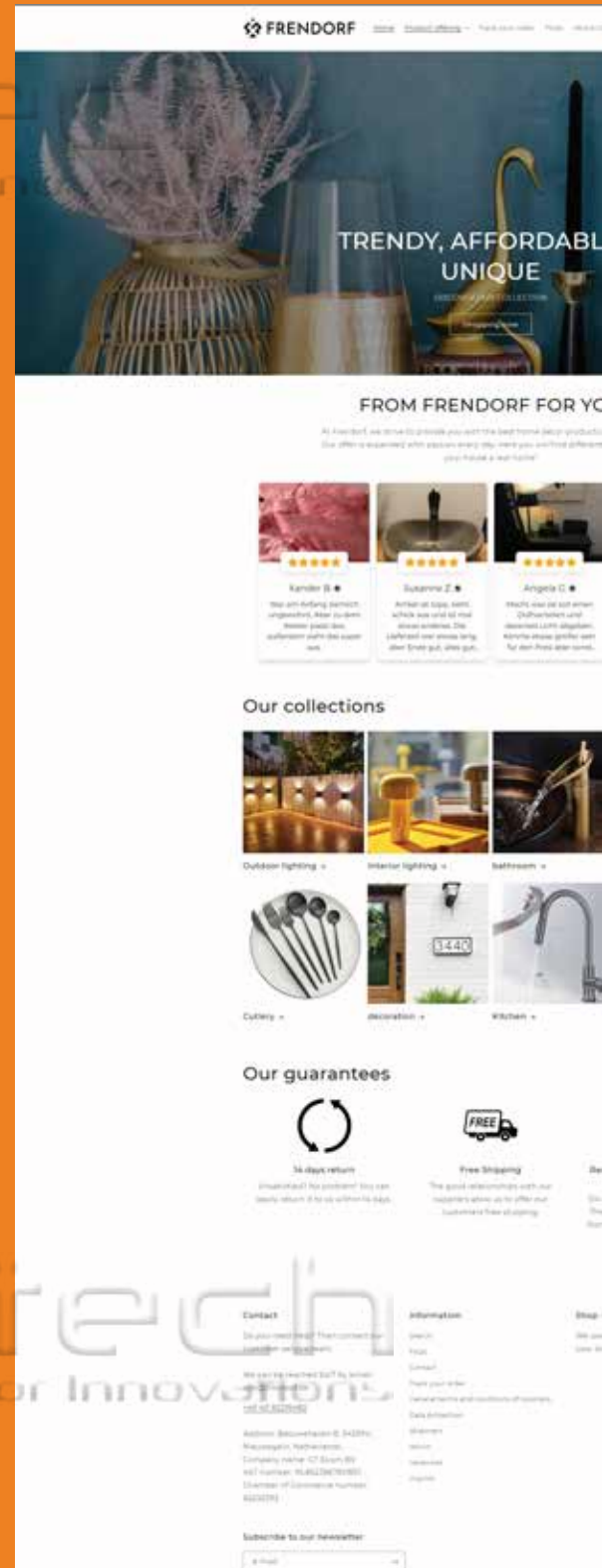
We started by investigating the following:

- ✓ **Target Audience:** First, we started understanding the target audience of the Frendorf. This helped us to create targeted campaigns and ad copy.
- ✓ **Pixel Setup:** We checked if Frendorf had their Facebook pixel set up correctly. This pixel is essential for tracking conversions and measuring the success of ad campaigns.
- ✓ **Graphic Issues:** We assessed the website's graphics to ensure they were high-quality and appealing to the target audience.
- ✓ **Tracking:** We ensured that Frendorf had proper tracking in place to measure website traffic and conversions.
- ✓ **Target German Audience:** We made sure that Frendorf's website and marketing materials were targeted towards the German audience.

THE SOLUTION

We scaled their advertising efforts by

- New titles with high volume keywords
- Creates ad copies and graphics that resonate with their audience and their brand.
- Fully optimized shopping feed
- Smart Shopping Campaigns and website Conversion Campaigns
- A / B testing landing pages
- Ensured accurate conversion tracking for all KPIs



THE RESULTS



After implementing our strategies, Frendorf saw a significant increase in leads and sales in the month of March

- ✓ **Lower Conversion Cost:** We reduced the cost per conversion, making marketing efforts more efficient. We reduced cost per purchase from \$160.15 – \$39.58.
- ✓ **Higher Profit Margins:** By optimizing campaigns and product focus, we increased profit margins. Purchases increased from 2 per day to more than 10 a day.
- ✓ **Boost in ROAS:-** .We increased purchase ROAS from 1.34 to 9.33 that too in 7 days.

Off/On	Campaign	Unique outbound clicks	Unique outbound CTR (click-through...)	Cost per unique outbound click	Adds to cart	Purchases	Cost per purchase	Purchase ROAS (return on ad spend) \$
	DW Shopping Campaign Releuchtung	81	3.67%	\$0.69	15	15	\$42.00	5.58
	DW Shopping Campaign Radkammer Stahl...	32	1.29%	\$2.16	15	15	\$68.19	3.82
	DW Brand Awareness Campaign	—	—	—	—	—	—	—
	DW Website Conversion Dekor #1	17	0.97%	\$2.88	—	—	—	—
	DW Shopping Campaign Barbeck (Cutlery)	44	1.48%	\$1.84	15	—	—	—
	DW Shopping Campaign Dekoration	57	2.26%	\$1.44	15	—	—	—
	Results from 6 campaigns	207	2.28%	\$1.35	15	15	\$58.15	1.34
	Total	Per Account Center s...	Per Account Center s...	Per Account Center s...	Total	Total	Per Account	Average

Off/On	Campaign	Unique outbound clicks	Unique outbound CTR (click-through...)	Cost per unique outbound click	Adds to cart	Purchases	Cost per purchase	Purchase ROAS (return on ad spend) \$
	DW Shopping Campaign Dekoration	48	2.48%	\$1.64	15	15	\$34.47	25.00
	DW Website Conversion Dekor #1	15	0.92%	\$4.66	8	15	\$11.99	14.28
	DW Shopping Campaign Releuchtung	75	3.32%	\$0.99	15	15	\$71.95	1.97
	DW Shopping Campaign Barbeck (Cutlery)	29	1.19%	\$2.41	—	15	\$69.94	3.02
	DW Shopping Campaign Radkammer Stahl...	48	1.54%	\$2.59	15	15	\$103.73	3.26
	DW Brand Awareness Campaign	2	0.02%	\$4.61	—	—	—	—
	Results from 6 campaigns	200	1.17%	\$1.88	12	10	\$29.58	9.33
	Total	Per Account Center s...	Per Account Center s...	Per Account Center s...	Total	Total	Per Account	Average

Thank
you!