

WJS@fitech
Your Partner for Innovations

CASE STUDY

WJS@fitech
Your Partner for Innovations

case study

Ausverkauf heute. Verwenden Sie den Code "10" für 10% Rabatt auf Ihre Bestellung!

WOLFF
DAMENMODE

Oberteile | Unterteile | Kleider | Schuhe | Mäntel & Jacken | Hood | Active Wear | Accessoires | Kontakt | Deine Bestellung verfolgen



THE PROBLEM

WOLFF, an online fashion brand, struggled with low sales and a high cost per lead. Despite implementing various techniques, they were unable to increase their sales figures. The competitive nature of the fashion industry was a problem, leaving WOLFF feeling stuck and unsure of how to go.



PRODUCTS

Paid Search

CLIENT TESTIMONIAL

As CEO of Wolff, I've had the privilege of watching our brand grow substantially under the guidance of this phenomenal marketing team. The past month alone has been a testament to their expertise and strategic approach, with our Purchase ROAS up by 25% and conversion values soaring by 200%. The increase in our CPC was initially a concern, but it reflected a more focused and effective engagement strategy, leading to much higher purchase volumes. This team's ability to drive real, measurable results has surpassed our expectations and set new benchmarks for our future campaigns.

Thomas Muller, CEO, Wolff

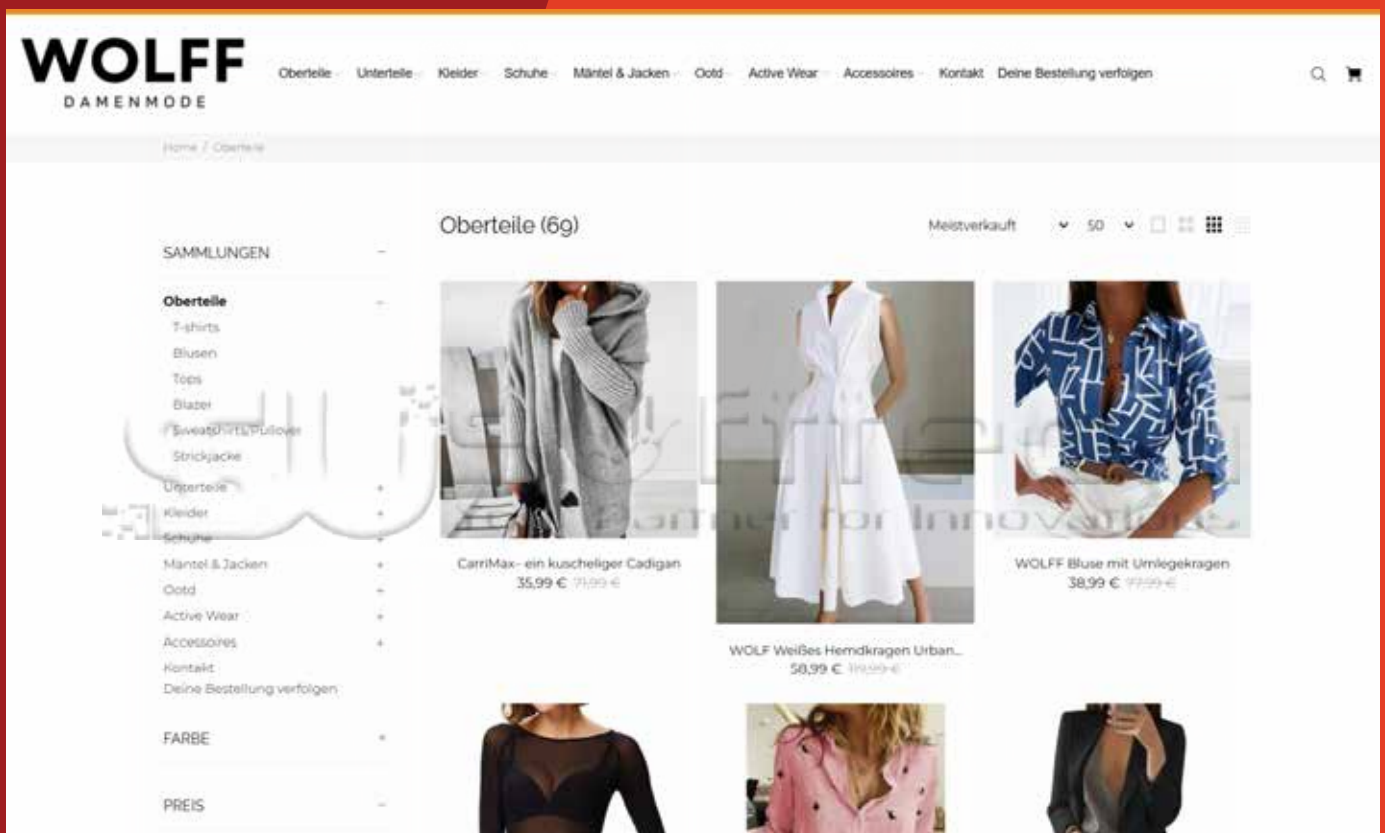
SOLUTION

Upon collaborating with us, WOLFF underwent a comprehensive brand analysis. We delved into every aspect of their business, including their target audience, location demographics, age group preferences, and more.

With this understanding, we created a customized roadmap strategy to take WOLFF to success.

This included

- Setup Shopping Product Catalogue
- Shopping Catalogue Campaign
- Website Conversion Campaign
- Retargeting Campaign
- Website Traffic



THE RESULTS **facebook**

PURCHASE RETURN ON AD SPEND (ROAS): We successfully increased the Purchase ROAS by an average of 25%. This improvement signifies a higher return on investment, making the advertising spend much more profitable.

Off / On	Ad set	Purchase ROAS (return on ad spend)			Change(%)	Cost per purchase
		03/01/2024 - 03/31/2024	01/30/2024 - 02/29/2024	Change		
<input checked="" type="checkbox"/>	Custom + Lookalike	2.78	2.33	0.45	▲19.16%	\$15.1
<input checked="" type="checkbox"/>	14 Days - Upsell products	4.12	2.96	1.16	▲39.29%	\$15.2
<input checked="" type="checkbox"/>	Interest (Shoe)	2.32	1.81	0.51	▲27.97%	\$20.5
<input checked="" type="checkbox"/>	14 Days - ATC (Not Purchased)	-	3.30	-	-	-
<input type="checkbox"/>	28 Days - ATC (Not Purchased)	-	-	-	-	-
Results from 5 ad sets		2.77	2.24	0.52	▲23.38%	\$17.2
		Average	Average	Average	Average	Per Act

NUMBER OF PURCHASES: There was a notable increase in the number of purchases, rising by an average of 25-30%. This growth directly contributed to a substantial increase in revenue for Wolff.

Off / On	Ad set	Purchases			Change(%)	Starts	Ad
		03/01/2024 - 03/31/2024	01/30/2024 - 02/29/2024	Change			
<input checked="" type="checkbox"/>	Custom + Lookalike	24	23	1	▲4.35%	Dec 29, 2023	
<input checked="" type="checkbox"/>	14 Days - Upsell products	9	7	2	▲28.57%	Dec 29, 2023	
<input checked="" type="checkbox"/>	Interest (Shoe)	14	11	3	▲27.27%	Dec 29, 2023	
<input checked="" type="checkbox"/>	14 Days - ATC (Not Purchased)	-	4	-	-	Dec 29, 2023	
<input type="checkbox"/>	28 Days - ATC (Not Purchased)	-	-	-	-	Dec 29, 2023	
Results from 5 ad sets		47	45	2	▲4.44%		
		Total	Total	Total	Total		

COST PER CLICK (CPC): Despite the increase in costs typically associated with scaling ad campaigns, our strategic approach led to a staggering 60% increase in CPC, indicating higher value per click and more targeted spending.

Off / On	Ad set	CPC (all)	03/01/2024 - 03/31/2024	01/30/2024 - 02/29/2024	Change	Change(%)	CTR (all) +
<input type="checkbox"/>	28 Days - ATC (Not Purchased)		\$1.13	\$0.95	\$0.18	▲ 18.67%	2.53%
<input type="checkbox"/>	14 Days - Upsell products		\$3.05	\$2.23	\$0.82	▲ 36.96%	0.51%
<input type="checkbox"/>	Custum + Lookalike		\$1.98	\$1.28	\$0.70	▲ 54.95%	0.70%
<input type="checkbox"/>	14 Days - ATC (Not Purchased)		\$1.40	\$0.70	\$0.70	▲ 100.41%	1.86%
<input type="checkbox"/>	Interest (Shoe)		\$1.13	\$0.71	\$0.42	▲ 58.40%	0.98%
Results from 5 ad sets			\$1.63	\$0.98	\$0.65	▲ 65.62%	0.80%
			Per Click	Per Click	Per Click	Per Click	Per Impressions

PURCHASE CONVERSION VALUE: Most impressively, the purchase conversion value saw a monumental increase of 200%. This metric underscores the significant rise in total revenue generated through conversions, highlighting the effectiveness of our targeted advertising strategies.

Off / On	Ad set	cart +	Purchases conversion value		Change	Change(%)
			02/01/2024 - 02/29/2024	01/03/2024 - 01/31/2024		
<input type="checkbox"/>	14 Days - Upsell products	11	\$480.87	\$148.04	\$332.83	▲ 224.82%
<input type="checkbox"/>	14 Days - ATC (Not Purchased)	22	\$202.56	\$87.30	\$115.26	▲ 132.03%

Thank
You!