



HAWKERS

# GROWING SALES AND BRAND ON INSTAGRAM.



SMARTLY.IO

## CASE HAWKERS



**11x**  
ROI FOR REMARKETING CAMPAIGN



**7x**  
LOWER CPC



### HAWKERS

**Hawkers, a next generation sunglasses company,** wanted to build their brand awareness and to be the first sunglasses company to launch a major promotion on Instagram. They also wanted to create synergies with simultaneous campaigns on other social media platforms to drive end of summer sales.



### HOW?

**Hawkers ran prospecting and retargeting Instagram Ads campaigns** with discount codes using a version of the same creatives they used on Facebook. Smartly's campaign automation tools and triggers enabled Hawkercs to maximize ROI by easily reducing the discount they offered (starting with 40% OFF and decreasing to 25%) during the course of the campaign to encourage customers to act fast.



### RESULTS

**The campaign was a resounding success** with an overall 3X ROI for prospecting ad sets and 11X ROI for their custom audience remarketing efforts. Hawkercs plans to split their future marketing investment between Facebook and Instagram to reach a bigger audience of engaged consumers.

**Smartly's automatic optimization and triggers** help advertisers maximize their results with minimal manual work, allowing them to make the most out of Instagram Ads. Smartly makes it easy to create Instagram campaigns with a unique Image Editor and campaign creation tools. Instagram Ads leverage Facebook's targeting and custom audience technologies.

**14 DAYS  
FREE TRIAL**



Smartly.io is a badged Facebook & Instagram Marketing Partner with the Ad Technology specialty.



# CREATIVES

## CASE HAWKERS



SHOP**NOW**



UP TO **50% OFF**



OVER **4K** CODES

