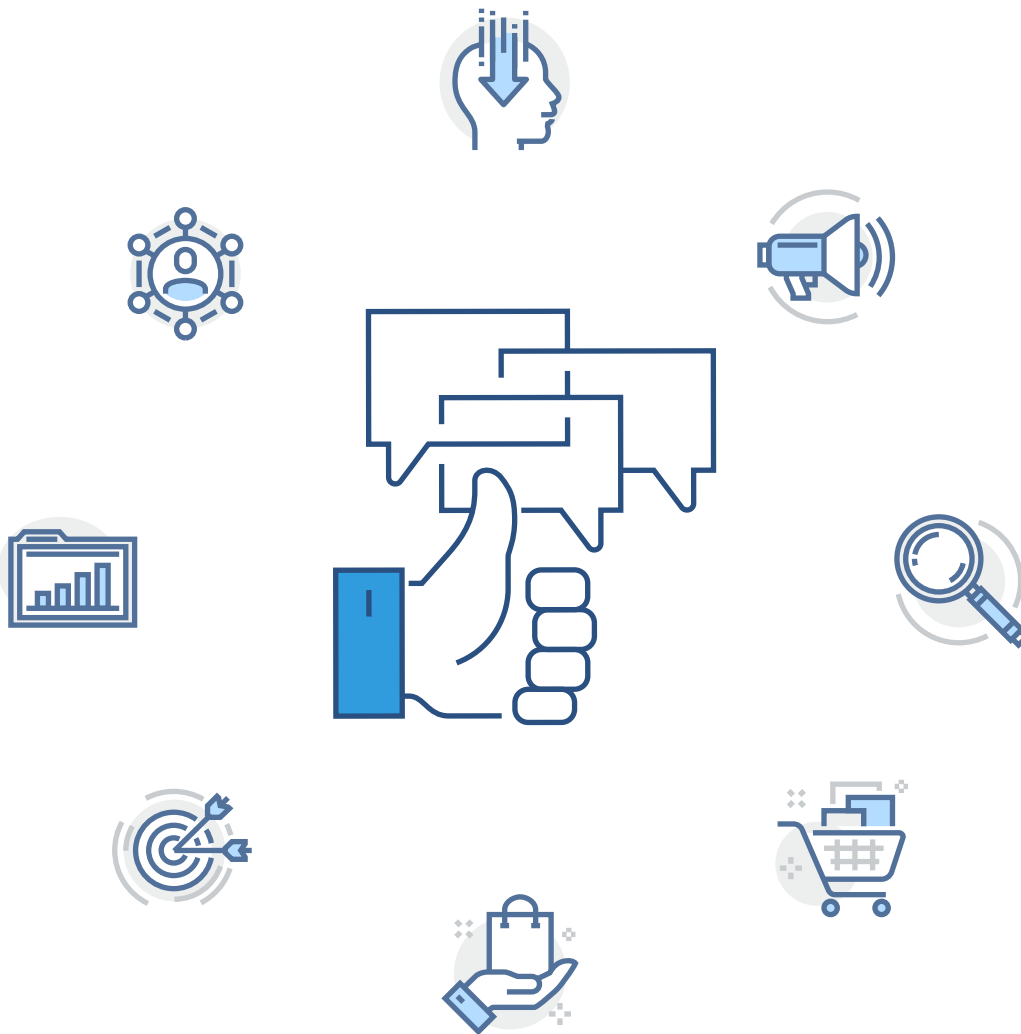


# Facebook Ads Case Study

How This Ecommerce Clothing  
Brand Avoided the Seasonal  
Slump and Generated 3.6x  
ROAS



# Criquet Shirts came to the MuteSix team looking for new ways to scale and optimize their media dollars on **Facebook**.

The men's clothing company based in Austin, Texas, proved to be a market fit, already maintaining a healthy ROI, but looking for stable growth. So instead of fighting for shelf space they wanted to expand their Facebook strategy to see growth in disruptive ways.

You may already know Criquet Shirts for their vintage inspired golf shirts, Luke Wilson partnership or humorous ads such as **this one** (created in house).

The time from October to the end of the year is not only the biggest spending period for US shoppers, but also one of the most competitive for ecommerce businesses.

What often happens during this time is advertisers start to push budget in preparation of Black Friday, but this means the costs heavily increase, all the way through Christmas.

In **October** and **November of 2018**, we generated an **average ROAS of 3.63X** with a **\$43 CPA**.

To achieve this (more than once), we dug deep into customer data to find untapped lookalike segments, optimized retargeting windows to squeeze out maximum ROAS, and pivoted creative to bust consumer objections.



***"MuteSix is the best social agency we've worked with to date. bar none."***

*- Hobson Brown  
Criquet Founder*

## Here's how we did it.

### 1. Improve Acquisition with Strongest Lookalike Audiences

When the primary objective is to find new ways to scale and maintain stable growth, the majority of ad spend is focused on acquisition or otherwise known as the top of the funnel.

One of the best ways to focus on scale is through the use of lookalike audiences.

If you're already running profitable Facebook ads, then you're familiar with lookalike audiences. It's one of the best ways to find new customers on Facebook --hands down.

That's why we built lookalikes off of the strongest audiences available, which are:

## 1. Customers Who Have Purchased Last Year During This Time Period

We created a lookalike audience off of customers who purchased during this same period last year to help us find customers who share the same holiday and gift-giving shopping habits. This turned out to be our best performing lookalike audience.

This is also an audience we've used multiple times throughout the different seasons and has proven effective time and again.

## 2. High Lifetime Value (LTV) Customers

All customers aren't created equal, and in most cases you'll find that 80% of your sales come from 20% of your customers. That's why we built a lookalike audience of customers who spent at least \$300.

Because Criquet Shirts was already receiving a healthy number of daily sales, we had a big enough pool of customers to let Facebook do the job of finding new similar customers.

If you don't have a large customer list or purchase audience, it will be harder to use this method.

## 3. Purchasers From Last 180 Days

Most people will have this one in place already; a lookalike audience of customers who purchased in the last 180 days.

This was our third best-performing lookalike audience.

Other lookalikes included visitors who added to cart but did not purchase and the top 5% of website visitors, but our most successful lookalike audiences were the three mentioned earlier.

## 2. Reach a Larger Target Market by Attracting New Demographics

As a men's clothing company, Criquet had yet to see success targeting women. When we opened up our targeting to women who were married, we saw success in this gift audience.

A gift audience is a group of people who may not be your target market, but they have a close friend or family member who fits your target demographic.

Gift audiences are all about convincing someone who isn't your customer to buy your product for someone else who is your customer.

This may sound easy, but it requires smart targeting and the right messaging.

That's why we utilized images of Luke Wilson to grab attention and included terms like **'husband'** and **'gift'** in the copy to hone in on the messaging. This is a strategy that works well with other gift-giving holidays such as Valentine's Day, Father's Day, etc.

Once the interest targeting became saturated and we built a large enough seed audience of women, we switched to lookalike audiences.



The image shows a Facebook post from Criquet Shirts. At the top, the profile picture and name 'Criquet Shirts' are visible, along with the text 'Written by MuteSix [?] · November 11, 2018 ·'. The main text of the post reads: 'The Holidays are coming up. Isn't it about time to upgrade your husband's wardrobe? Get the shirts actor, Luke Wilson, wears on and off set. Based in Austin, TX and co-owned by Luke, Criquet's Long Sleeve Players Shirts have been called "the new old school" by The Wall Street Journal, and are the perfect layering shirts for the office or the weekend.' Below the text is a photograph of Luke Wilson sitting in the driver's seat of a classic car, wearing a dark, long-sleeved button-down shirt. Underneath the photo, the website 'CRIQUETSHIRTS.COM' is listed, followed by the text 'Criquet Shirts | Upgrade Your Husband's Wardrobe' and a 'Shop Now' button. At the bottom of the post, it shows engagement metrics: 'Alexandre Bocquet and 2K others · 254 Comments 108 Shares'.

### 3. Optimize Retargeting for Highest ROAS

While you don't want to necessarily increase our spend in retargeting, you do want to make sure you're optimizing this low hanging fruit correctly.

Facebook retargeting is the easiest audience to set up, requires the least amount of creative work, and returns you the highest ROI of all ad types.

Here's how we leveraged Facebook retargeting ads to grow Criquet Shirts:

#### 1. Website Visitors Segmented by Time Windows

We targeted anyone who visited the Criquet Shirts website in the past 3, 14, 30, 60, and 90 days and used a unique message and offer. We also did the same with anyone who added items to their cart but did not complete their order.

The shorter the time window the higher the ROI. The further out the time window, the greater the offer. Audiences who were 90 days out were shown new product lines to bring them back to the website.

If users visited a particular product or added items to their cart, we used DPA ads to retarget them.

#### 2. Social Ad Engagement

We remarketed to users who engaged with any Facebook or Instagram ad so they would revisit the website.

We didn't segment this audience as heavily as website visitors since they may not be as warm as website visitors, but we still achieved good results.

### 3. Email Sign-Ups, But No Purchases

The people who join your list are already showing interest in your brand. They opted in because they like your brand enough to invite you into their inbox.

That's why we retargeted to those who joined Criquet's email list but didn't purchase.

A lot of users opted into the newsletter or created an account but did not place an order. We retargeted these users based on the products they viewed and the offers we were running at that time.

### 4. Current Customers

When you think about Facebook advertising, you mostly think about bringing in a new audience. Most businesses don't leverage their current customers.

When we shifted our attention to focus on Criquet Shirts' fall range, we retargeted their customers with new items and product ranges that were launched.

By optimizing our retention audience, we were able to increase Lifetime Value (LTV) and decrease churn rates.

## 4. Leverage Creative to Scale

### 1. Pivot Creative to Match The Most Relevant Products

When we first launched new creative for Criquet Shirts, their audiences didn't respond well to them. That's because while the creative aesthetic was great, we did not match our creative with the products we were currently serving. The creative was advertising the summer collection, yet we were right in the middle of the summer-to-fall transition.

We adjusted the creative to show Criquet's fall collection.

Switching from promoting short sleeves to showcasing long sleeves products lead to greater engagement and recoup in sales.

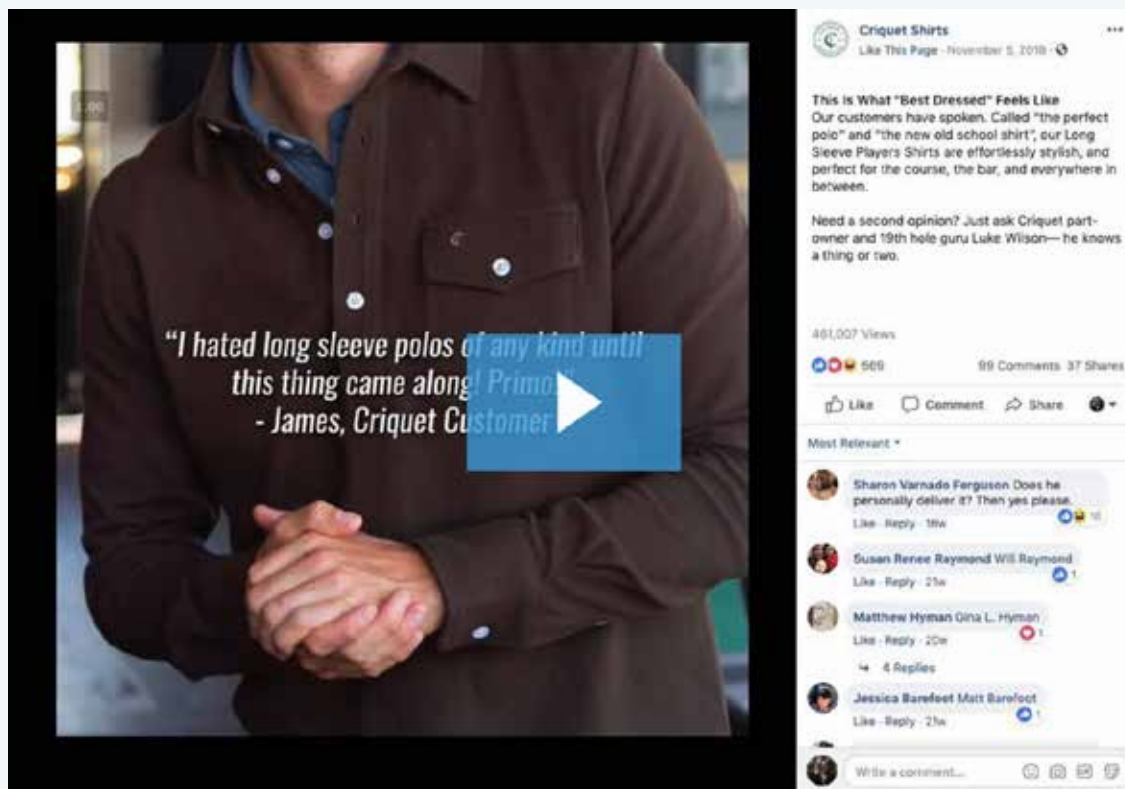
## 2. Adjust Messaging to Match Tone of Brand

Clothing can be subjective; what one person may love, another may hate.

Over the next few weeks we learned that a mixture of humor and lifestyle images of men golfing but not taking themselves too seriously worked best for Criquet Shirts.

**We learned to make their audience laugh to increase conversions.**

To get the balance right, we used funny overlay text that aligned with Criquet Shirts' core values.





### 3. Test Different Ad Types

We tested video ads, carousel ads, single image ads, and ad collections. Our most successful ad format was the carousel ad format, with the first carousel card being a video.

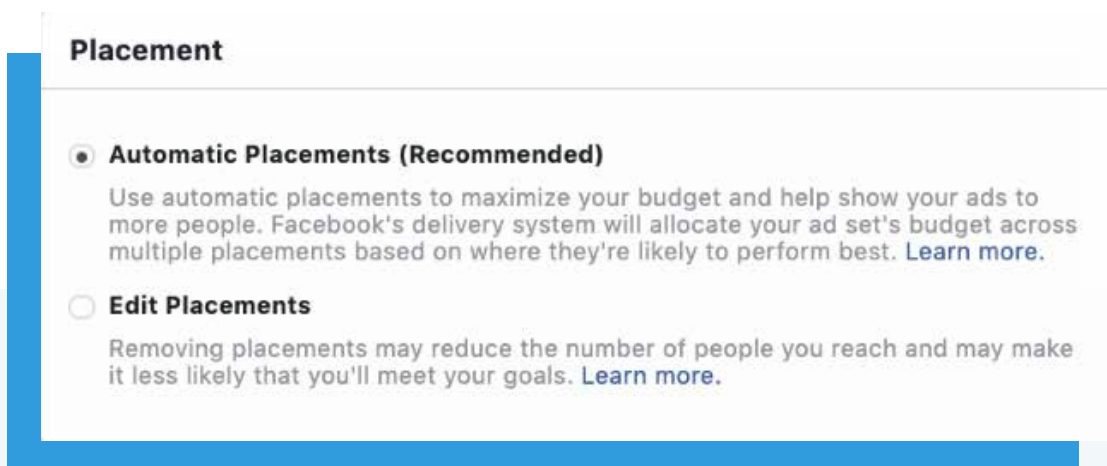
As we mentioned before, clothing products have subjective value that depends on individual taste. By showing a range of products through carousels, there is a higher likelihood that the user will find something they personally like. Having a video be the first card serves the purpose of educating prospects about Criquet's brand and their products' unique value propositions.

The image shows a Facebook advertisement for Criquet Shirts. At the top left is the Criquet Shirts logo, a circular emblem with a 'C' and 'S' and the text 'ESTABLISHED 1988'. To the right of the logo is the brand name 'Criquet Shirts' and the date 'October 5, 2018'. The main text of the ad reads: 'Forget the fuzzy, puffy, animal hair attracting, ill-fitting fleeces of your younger years, Criquet has upped the fleece game with an elevated take on an old school design. Made of heathered sweater fleece and featuring our signature pocket, it's an ultra comfortable, never bulky wardrobe staple that will take you from the trails to the tailgate. #criquetshirts'. Below the text are two images of a gray sweater fleece jacket. The left image shows the jacket laid flat on a wooden surface with a yellow and black animal head toy and a green water bottle. The right image shows the jacket hanging on a white background with a right-pointing arrow. Below the left image is the text 'The Sweater Fleece Jacket' and a 'Shop Now' button. Below the right image is the text 'Charcoal Heather Gray'. At the bottom of the ad, there are engagement metrics: '194' likes, '19 Comments', and '4 Shares'. The bottom navigation bar includes icons for 'Like', 'Comment', 'Share', and a profile picture.

## 5. Let Facebook Optimize Placements

For Cricket Shirts, we did not limit our ads to a particular placement. Instead, we chose them all and let Facebook optimize on our behalf.

We gave Facebook the power to optimize towards placements performing strongest at any given moment.

A screenshot of the Facebook Ad Placement settings interface. The title is "Placement". There are two radio button options. The first option, "Automatic Placements (Recommended)", is selected and includes the text: "Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. Learn more." The second option, "Edit Placements", is unselected and includes the text: "Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. Learn more."

**Placement**

- Automatic Placements (Recommended)**  
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)
- Edit Placements**  
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## In Summary

Scaling your Facebook ad spend without decreasing your ROAS takes testing and time. You need to be willing to try new things, read and interpret the data, then optimize until your campaign is successful.

We tested many audiences and appropriately pivoted our creative in order to deliver high ROAS. We also continually adjusted our messaging, creative angle, ad formats, and bidding methods to improve performance until we achieved a 3.63x ROAS and a \$43 CPA.

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