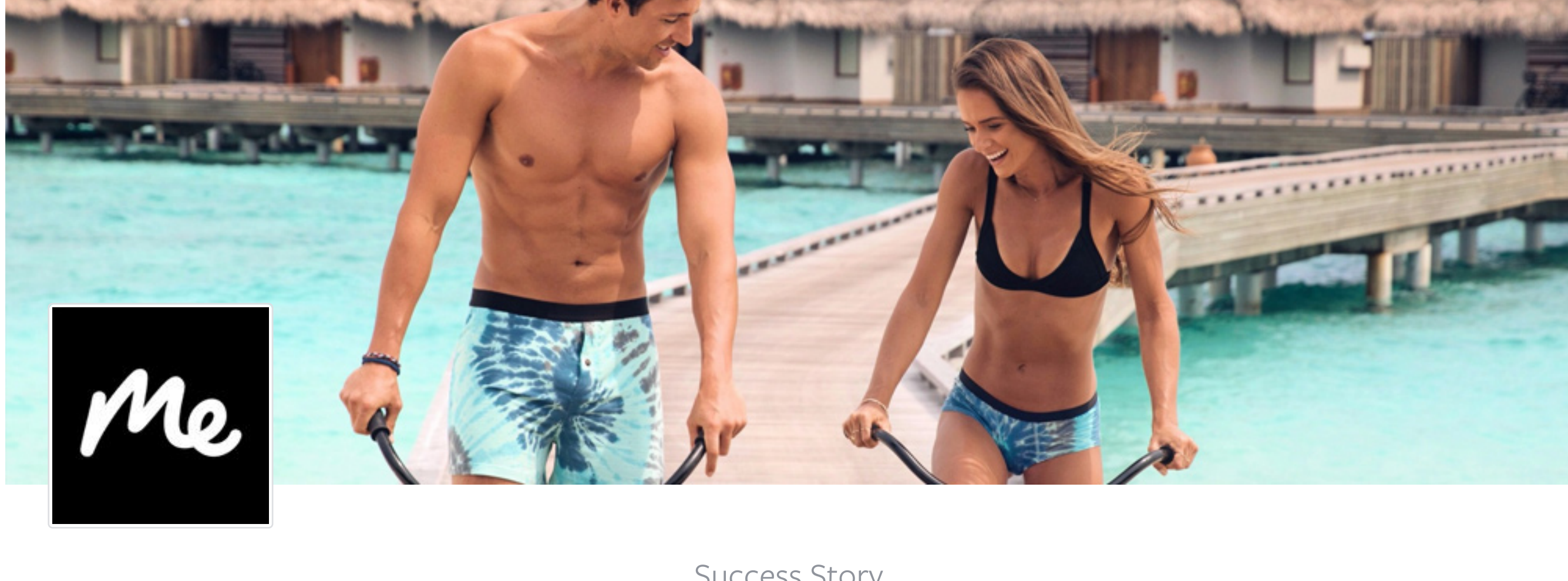


# MeUndies



Success Story

## Retargeting ads to underwear shoppers

The underwear manufacturer retargeted carousel, link and video ads to people who had abandoned their online cart, leading to a 6X return on ad spend.

6X

return on ad spend

80%

lower cost per action than expected goal

Their Story

### Making underwear fun

[MeUndies](#) was created because the founders thought the way underwear was sold was boring and inconvenient. Today, MeUndies is changing the way people think about underwear by creating a unique and desirable design, product and online customer experience.

Their Goal

### Reviving abandoned carts

MeUndies wanted to re-engage with people who had added items to a shopping cart on the company's website, but hadn't yet made the purchase.

*“Facebook is an essential component of our marketing strategy. We’ve used Facebook and Instagram ads to acquire tons of new customers and build a relationship with them that goes beyond just being the company they buy underwear from. We plan to continue using Facebook to spearhead our aggressive customer acquisition goals.”*

Dan King, Director of Marketing, MeUndies

Their Solution

### Precision retargeting

MeUndies had placed a [Facebook pixel](#) on its website to track add-to-cart actions so it could then retarget ads to the people who started, but didn't complete, purchases.

With help from MuteSix, the retailer used [Custom Audiences](#) to create 3 different target segments: people who added something to their carts within the last 7 days, between 8–14 days ago and between 15–30 days ago. MeUndies further segmented the campaign by national and international customers so it could reach people with the most appropriate offer. The company tested different ads and offers with domestic shoppers, but consistently encouraged international shoppers to buy more pairs to compensate for the cost of shipping.

[Read More](#)

#### Products used

- [Ads](#)
- [Video](#)
- [Carousel](#)
- [Conversion Tracking](#)
- [Custom Audiences](#)

#### Goals

- [Drive Online Sales](#)

Their Success

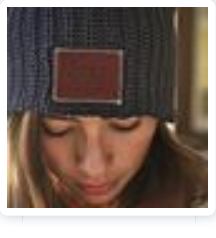


### Completing checkouts

MeUndies' retargeting campaign was a great success, securing Facebook's position as the company's top source for new customer acquisition.

The campaign, which began on April 6, 2016, also achieved:

- 6X return on ad spend
- 80% cost per action lower than expected acquisition goal

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