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PreHeels



Success Story

Striding to higher sales

The protective foot spray company used raw-footage video ads to encourage women to try out its blister-preventing spray, resulting in a 30X increase in sales.

3X

return on ad spend

30X

increase in sales

81%

decrease in cost per purchase

Their Story

Heels don't have to hurt

[PreHeels](#)—a clear protective spray that helps protect feet from blisters, irritations, cuts and chafing for up to 12 hours—was created from 3 years of research and development.

Their Goal

Stepping up website purchases

PreHeels wanted to reach its core audience and encourage them to visit its website to purchase the spray.

“The excitement Facebook has generated for our product has been invaluable in 2 ways. First, it helped PreHeels find its optimal audience at a pace and breadth that was truly extraordinary—weeks instead of years. Secondly, that same excitement and audience identification guides our messaging and distribution strategies. Facebook is truly the perfect marketing ecosystem for new products.”

Adam Kolom, co-founder, PreHeels

Their Solution

Casually capturing attention

The PreHeels team partnered with agency [MuteSix](#) to promote its brand and encourage people to buy its product online. The company developed a mobile-optimized [video ad](#) following Facebook's best practice guidelines:

- **Establish a connection:** PreHeels' video opens with a young woman ready for a night on the town. Her enthusiasm is infectious and entices people to stop and watch the entire video.
- **Design for sound-off:** The captioned video is strongly branded, showcasing both the PreHeels bottle and box, and demonstrates how the product works.
- **Experiment:** The PreHeels team experimented with different video types before finding that this type of raw footage ad was much more engaging than something more staged.

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Goals

[Raise Brand Awareness](#)

[Increase In-store Sales](#)

Their Success

Well-heeled success

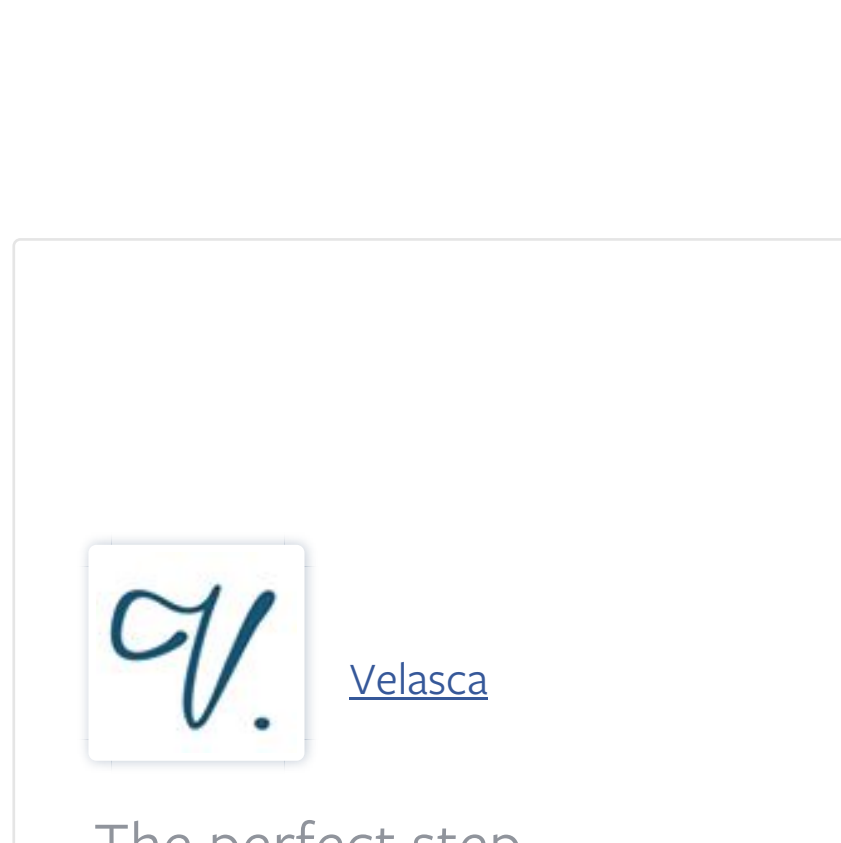
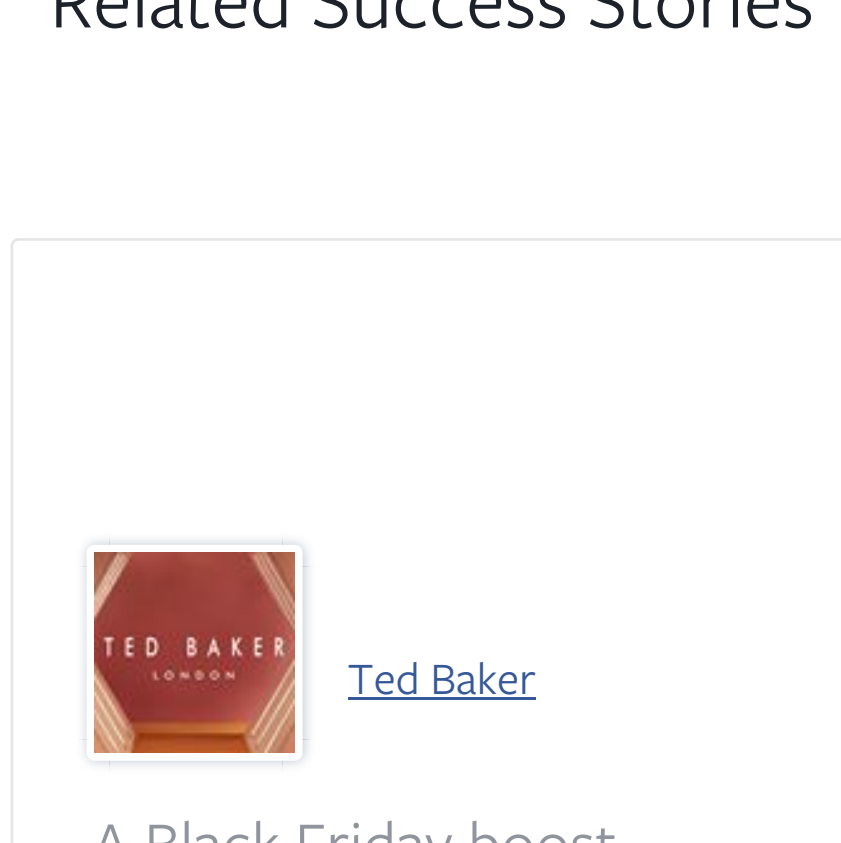
PreHeels proudly donates 5% of company profits to cancer research charities and, thanks in part to Facebook advertising, those donations have gotten bigger each month. In the first 3 months of the campaign, which began August 1, 2016, PreHeels also achieved:

- 3X return on ad spend
- 30X increase in sales
- 81% decrease in cost per action

“We think Facebook is the best possible way to get the word out about a new product, and to figure out which audiences are most likely to love it and buy it. We look forward to continually using Facebook to find people who love our product, and the best way to position our product for them.”

Adam Kolom, co-founder, PreHeels

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