



# Finery Automates Their Sales Funnel With Smartly.io

**Vertical:** E-Commerce

**Country:** United Kingdom

## Challenge:

Finery London is an online womenswear brand with a unique point of view. Founded in 2014, based in London, they're a group of like-minded individuals who share the same goal and vision – to make modern, inspiring and sophisticated styling accessible, without compromising on quality.

With the help of Smartly.io's automation, Finery was able to expand their marketing efforts into new regions without having to grow their team. In fact, they were able to reduce the time spent on campaign management by 25% while expanding marketing efforts, freeing up precious hours for more productive activities. As a result Finery now has a fully automated and high performing online sales funnel – or, in other words, more powerful advertising with less effort.

## Smartly.io Solution

### Automated Prospecting with Smartly.io

With Smartly.io's Automated Ads Finery was able to create their prospecting campaigns without any manual involvement needed. Previously their team created and tweaked campaigns by hand, now a feed of their best selling products is all that's needed to keep new customers coming to the website.

### Retargeting with Dynamic Ads

Facebook's Dynamic Ads are a proven, highly effective tool for online advertisers – helping them to increase sales by retargeting website visitors, may they be existing customers or new leads, with the most effective, personalised and relevant content. Smartly.io's innovations enabled Finery to use their product feed without modifications, and by utilising Dynamic Image Templates Finery was able to customise their retargeting creatives automatically - directly from their product feed.

## Results

Finery wanted to validate their move to an automated sales funnel using Facebook's Ad Studies. They tested how automated campaigns would perform compared to manually created ones, while keeping other variables the same. After one month of testing the results were conclusive - **there were no significant differences in performance between manually and automatically created campaigns.**

## Testimonial

"Smartly.io's automation enabled us just to "turn on" USA, without growing the team. Smartly.io's service is essential for lean in-house teams looking for maximum efficiency in their marketing efforts."

**Andrew Shakespeare, Business Intelligence Manager, Finery London**

**We always offer a 14-day free trial  
and no minimum contract period.**

**Contact us at [info@smartly.io](mailto:info@smartly.io)**

