



WILDFANG

Wildfang, whose name is German for "tomboy," offers an alternative version of typical femininity found in mainstream fashion. Founders Emma McIlroy and Julia Parsley started the company when they realized they were searching for menswear fashions tailored for their bodies. A few months after their online store debuted, Wildfang opened a brick-and-mortar store in Portland, Oregon and rolled out their first in-house clothing line.



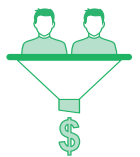
14X

Increase in ROAS*



138%

Increase in Revenue*



48%

Increase in Conversions*

GOALS

In addition to growing the overall return on their account, Wildfang aimed for stronger performance during the upcoming holiday season. To do this, they needed to improve the level of product segmentation within their account so category-specific sale messaging could be applied for the holidays.

APPROACH

Logical Position built out a comprehensive range of Shopping campaigns. By segmenting campaigns into individual product categories, LP was able to easily determine the relative value of each category to Wildfang's growth and optimize accordingly. Within campaigns, ad groups were segmented into individual products. This structure allowed LP to optimize at the most granular level possible.

RESULTS

Wildfang achieved their most successful holiday season ever. Their performance on Cyber Monday and Black Friday in 2017 outpaced that of the previous year by 162% in revenue and 172% in transactions. This growth was accomplished by spending less money than Wildfang spent during the previous holiday season. Ad Spend and Cost-Per-Conversion decreased by 11% and 70% respectively.

OVERALL PERFORMANCE

YEAR OVER YEAR (YOY)
PERIOD OVER PERIOD (POP)

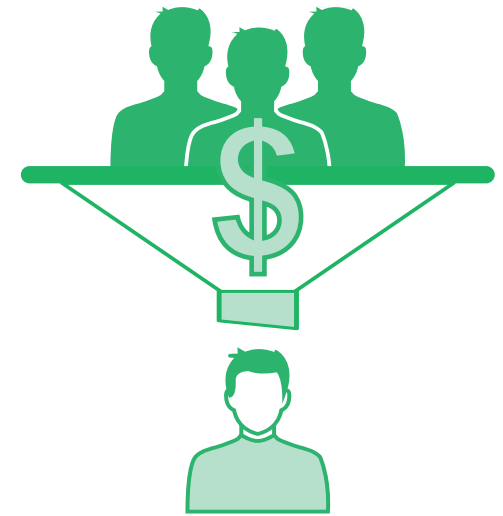


YOY



POP

COST PER
CONVERSION
DECREASED



COST PER CLICK
DECREASED



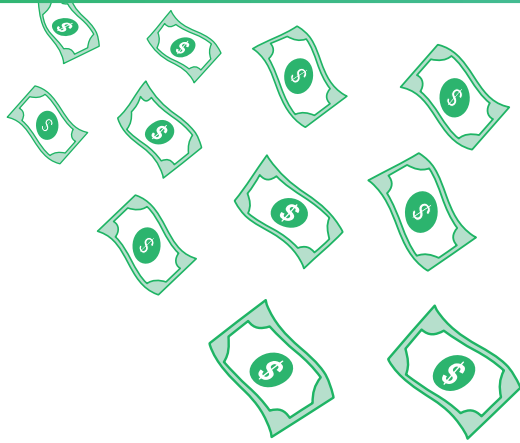
YOY



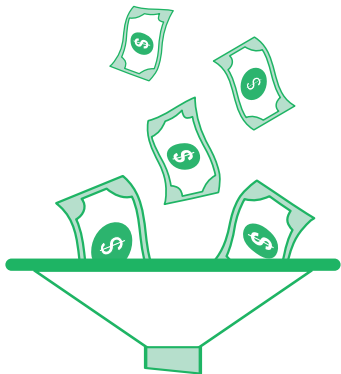
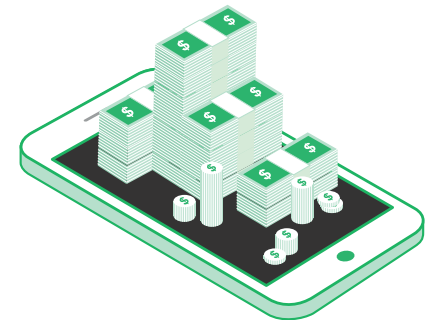
POP

OVERALL PERFORMANCE

YEAR OVER YEAR (YOY)
PERIOD OVER PERIOD (POP)



REVENUE
INCREASED



CONVERSIONS
INCREASED

