



## MOUNTAIN ROSE HERBS

Mountain Rose Herbs (MRH) is a zero-waste grower, processor, and distributor of sustainably sourced herbs, teas, and botanicals based in Eugene, OR. Logical Position (LP) introduced social remarketing Facebook and Instagram ads to MRH's thriving online community, resulting in a dramatic increase in revenue.



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## GOALS

MRH's goal was to develop a marketing strategy to maximize budget efficiency and increase revenue. LP successfully implemented a remarketing ad campaign across Facebook and Instagram, targeting non-converting website visitors and turning them into customers.



# 622%

Increase in ROAS



# 80%

Increase in Revenue

## RESULTS

The social media remarketing ads brought in an additional \$147,921 in revenue (an increase YOY of 80%) from 1,305 sales that would've otherwise been lost. Targeting shoppers who've expressed prior interest in the MRH brand led to a massive improvement in budget efficiency, increasing ROAS 622%. Each bringing their areas of expertise to the table, LP and MRH launched MRH's most successful social media campaign to date. The implemented strategy established a foundation for sustainable, long-term growth, allowing them to build their customer base and expand their market share.



*Logical Position has been an incredible partner to us by launching our most effective paid social conversions campaign ever... Their account managers have been amazingly responsive, friendly, and sincere, all while helping to troubleshoot technical challenges and keeping our ads on brand. We're excited to continue to work with LP!*



**- Ek Ongkar Khalsa** Marketing Strategist for Mountain Rose Herbs

Data based on performance comparison of period (9/17/2016-4/3/2018) vs. (3/3/2015-9/16/2016)