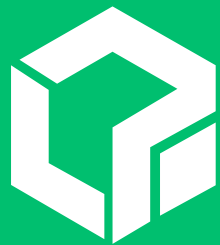


WILDFANG

A Case Study in Holiday Ecommerce Performance



LOGICAL
P O S I T I O N



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.

GOALS

The brand sought to grow return-on-ad-spend and improve the level of product segmentation within the account so category-specific sale messaging could be used during the holiday season.

RESULTS

Cyber Monday and Black Friday outperformed the previous year 162% in revenue and 172% in transactions. From November 19th to December 30th, overall ad spend was increased by 35%, the search campaigns increased revenue by 211%, and conversions by 181% year over year. Compared to the previous period, overall spend was 11% less and revenue increased 138% from search and 47% in Google Shopping.

Search Campaign Results

Period over period

14X

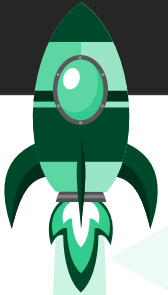


Return On Ad Spend

Revenue ↑ 138%

Conversions ↑ 48%

Cost per conversion ↓ 70%



OVERALL PERFORMANCE

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

COST PER CONVERSION



COST PER CLICK

