

CASE STUDY

E-COMM

Simon Pearce Paid Media Strategy Sees YoY Efficiency Gains

+17% YoY conversion rate 6 months after launching new channels

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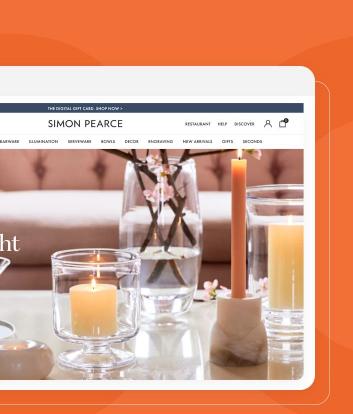
Started Here

17% YoY Conversion Rate Increase $\,
ightarrow \,$

The Numbers Keeps Growing

Our Goal

Reach Highly Targeted Audiences Using Sophisticated Technology



The Problem

Simon Pearce's ad strategy was hitting a point of maturity in which reaching new audiences was becoming increasingly expensive.





Echo Lake Basket

\$185

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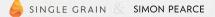
Eliled with parity possities for the spring holidays Planed with a classe of succelers. Seet down the allow with the llower gif at every family wedding. This darling basket has an heirloom quality – and a surprising number of uses. Like every Echo lake deagn, it is made y master glassbares ninkby wrapping a line stand d moliten glass around the silhoutete to form its unique toxive.



The Process

In response, Single Grain expanded to new channels like Pinterest, where their target market was already spending time, and programmatic, where we could reach highly targeted audiences.

At the same time, Single Grain expanded prospecting on channels like Meta, Google & Bing.



The Results

As a result, KPIs improved across the board.

Six months after launching new channels, the client made significant gains in efficiency by reaching higher value customers to maintain revenue – in a period where most e-commerce companies saw their revenue decline.

Conversion Rate Revenue 2.91% \$3,286,467 17% YoY Increase 25% MoM Increase **Average Order** Value PROAS \$304 3.46 13% YoY Increase 9% YoY Increase



Thank You

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If you want to achieve the same results, get in touch with SingleGrain.