Simon Pearce
Paid Media Strategy Sees YoY Efficiency Gains

17% YoY Conversion Rate Increase
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.
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.

**Revenue**

$3,286,467

25% MoM Increase

17% YoY Increase

**PROAS**

3.46

9% YoY Increase

**Conversion Rate**

2.91%

17% YoY Increase

**Average Order Value**

$304

13% YoY Increase
Thank You

www.singlegrain.com

Driving Innovative Marketing for Great Companies

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