

LIKE A CAFFEINE KICK FOR BUSINESS

Growing brands through paid ads



2X higher revenue

The Sustainable Tomorrow is a brand that offers eco-friendly alternatives to our day-to-day home products.

In May 2021, Adrien decided to get help with paid advertising as he experienced a drop in sales and was not being profitable anymore with a ROAS below 1!

We analysed his brand and built a marketing strategy to create ads and campaigns that would get results he desired.



Account Audit

Positives:

- Lots of data to analyse
- Account already set up with best practices
- High budget to get us started

Limitations:

- Unorganised Campaign structure
- Limited choice of creatives and no videos available for ads
- No retargeting strategy

Adrien helped us to hit the ground running by trusting us with a high budget, and allowing us to structure the campaigns in the way we wanted.

We were able to immediately start testing creatives and ad copy, giving us a base of well-performing ads that we could use to test in other areas.

The results started to speak for themselves

Optimise and grow

Our first 3 months working together



May 2021

Amount Spent (insights) **\$7,202.76**
Revenue **\$22,972.43**

August 2021

Amount Spent (insights) **\$9,523.35**
Revenue **\$44,390.78**

The impact of UGC

User Generated Content to generate social proof in social media..



Instagram Reels and TikTok-style videos allow us to utilise much cheaper placements, in an ever-increasingly competitive space.

These ads help us to increase reach and generate larger retargeting audiences, at no extra cost to you.

This kind of content is also much cheaper to create than standard video ads, as it is designed to look "home-made" and organic.



CPM*

-60%



Clicks*

+100%



Cost / Purchase*

-\$10

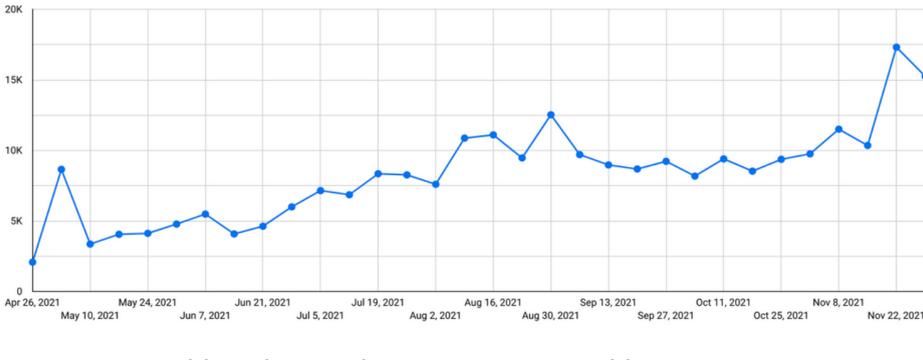


ROAS*

+0.5

*On average

In the case of Sustainable Tomorrow, using UGC-style videos allowed us to scale consistently over 6 months, increasing monthly ad spend from \$7k to \$12k **without compromising on ROAS**

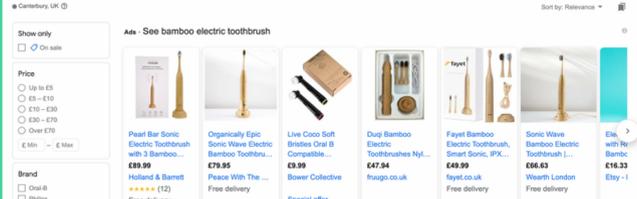


Weekly Ad Spend
+\$1000

Weekly Revenue
+\$8000

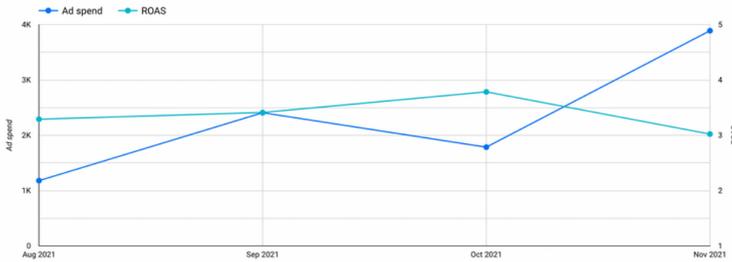
Multi-channel strategies

For small and medium-sized E-Commerce businesses, being active on multiple channels is the best way to scale



Google Shopping is, on average, the highest converting platform/ placement for E-Commerce ads. When done properly, it can be an extremely powerful way to drive revenue and build purchase-ready audiences.

The above image shows how relevant your ads could be. With Sustainable Tomorrow, we can achieve a Conversion Rate of around 4-5% from these ads. This is more than double the figure we see from Facebook and Instagram.



The above graph shows how we able to launch Google Shopping ads and scale them from a monthly budget of £1k up to nearly \$4k, while keeping ROI steady at 300%.

The audience generated by Google Shopping ads also gets retargeted on Facebook/Instagram, and vice versa.

Would you like to get these results for your brand?

Let's talk!



A team of Paid Advertising Experts

At Vinnaz, we specialise in paid advertising for E-Commerce stores. Our holistic approach allows us to make the most of our campaigns by optimising the whole funnel. On top of that, our content methodology allows us to come up with extraordinary creatives that will stop the scroll and generate interest for your brand and products.

Let's talk!