



CLIENT	APIARY FOCUS	RESULTS LEADS	RESULTS ROAS
Natural beauty product company	PAID SOCIAL	+400%	+29% (while spending 300% more monthly)

OVERVIEW

This natural beauty product company is a wellness brand that creates products that work and are good for you. To deliver more marketing efficiency and volume during highly competitive and expensive Q4 peak buying times, the company realized they must increase their Return on Advertising Spend (ROAS). They partnered with Apiary Digital to increase conversion efficiency, while also dramatically increasing the budget during Black Friday/Cyber Monday sale periods.

APPROACH

Leveraging Apiary Digital's deep beauty industry experience, specifically through Paid Media strategy and tactics, the team partnered with the natural beauty product company to focus on Facebook advertising. Understanding the highly competitive industry, Apiary devised a strategy that included Facebook conversion objective ads, retargeting, and prospecting. Apiary focused on understanding the company's customers and creating advertising that makes them convert. Creating numerous ad units, our Paid Media experts relentlessly optimized for ROAS daily.

STRATEGY

The Apiary team created a strategy that took a different approach to audience targeting, developed new ad creative including image and video ads, and established a rigorous testing methodology. Our clients are often

ABOUT APIARY DIGITAL

Apiary Digital is not your typical agency. We are a Collective of deeply experienced strategy and marketing professionals, joined together by a common mission. We obsess over measurable results. We question the "best practices" and test everything. We practice empathy and relentlessly seek to understand your ideal customer. We believe creativity and careful analysis work best together, not apart.

With Apiary, our client partners can expect our team to average 7-10 years of experience. You will not be assigned the junior team...because there is no junior team. Typical agencies employ a "bait and switch" strategy with new clients in a bid to drive down costs and increase profits. At Apiary, you get subject matter experts in SEO, Analytics, Paid Social, Paid Search, and other disciplines. We are equally skilled with new customer acquisition, lead generation, revenue generation, and profit optimization.

Have a marketing challenge? Apiary Digital is here to help! Give our team an opportunity to deliver results with a pilot project.

Contact us today:

<https://apiarydigital.com/contact-us/>

surprised by how much testing we do. At Apiary, our belief is that if you think you are testing enough, you probably aren't testing enough. This is a key ingredient to our success.

Partnering closely with the natural beauty product company's marketing team, Apiary's Paid Media strategy recommended ad targeting, ad format, retargeting, and a testing strategy designed to increase media spend efficiency and ROI. The team cast a wide net to expand audiences, including lookalikes based on subscribers, demographic targeting based on the brand's core audience, and retargeting based on website visits. This, coupled with aggressive testing produced results almost immediately.

RESULTS

After implementing Apiary Digital's Paid Media strategy, the natural beauty product company saw a +400% increase in month-over-month revenue, while increasing media spend by 300%. This led to a 29% improvement in ROAS. Apiary accurately managed the brand's budget in which 75% of it had to be spent within 1 week of Q4 to maximize share of wallet. Win for the year!

