



Abstrak Media

Glam Depot Case Study

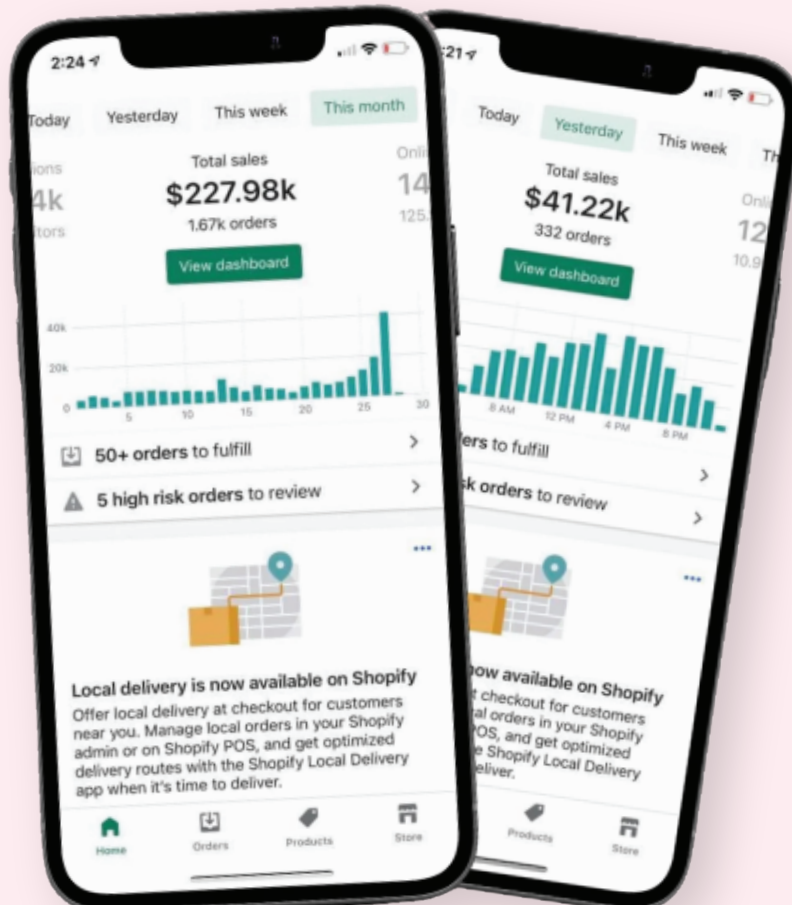


How we Increased Sales By 466% in just 90 days.

Glam Depot

Glam Depot is a USA fashion brand selling women apparel & accessories products. They engaged Abstrak Media to grow their new D2C channel on Shopify using Full Funnel approach.

Their goal was to reach profitability as quickly as possible and sustainably grow sales. We developed an acquisition strategy for their marketing campaigns.



The Challenge

Selling in a highly competitive niche online through single channel marketing platform Facebook and Instagram and scaling to a large spend to increase the scale of the company.

We needed to find a way to people excite and engage with a product that was a new innovation. Then convince them to learn more and eventually purchase.

The Solution

We built an in-depth remarketing and influencer strategy to nurture prospecting customers through the buying cycle.

Focusing on website, social engagement and email remarketing with unique messaging for each step.

Using Facebook and Google ads allowed us to get hyper targeted and also scale good posts and ads.

The Strategy

Facebook Ads

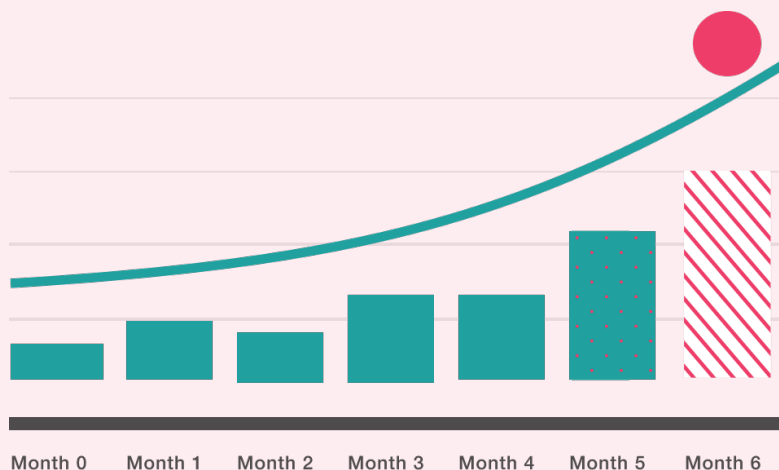
Layered Facebook campaigns to increase the depth of information about product as buying intent increased.

Remarketing

Increased touch points with potential customers to nurture them over social, search and email channels.

Repurposing

Leveraging content on Tiktok and Facebook to demonstrate benefits & features.



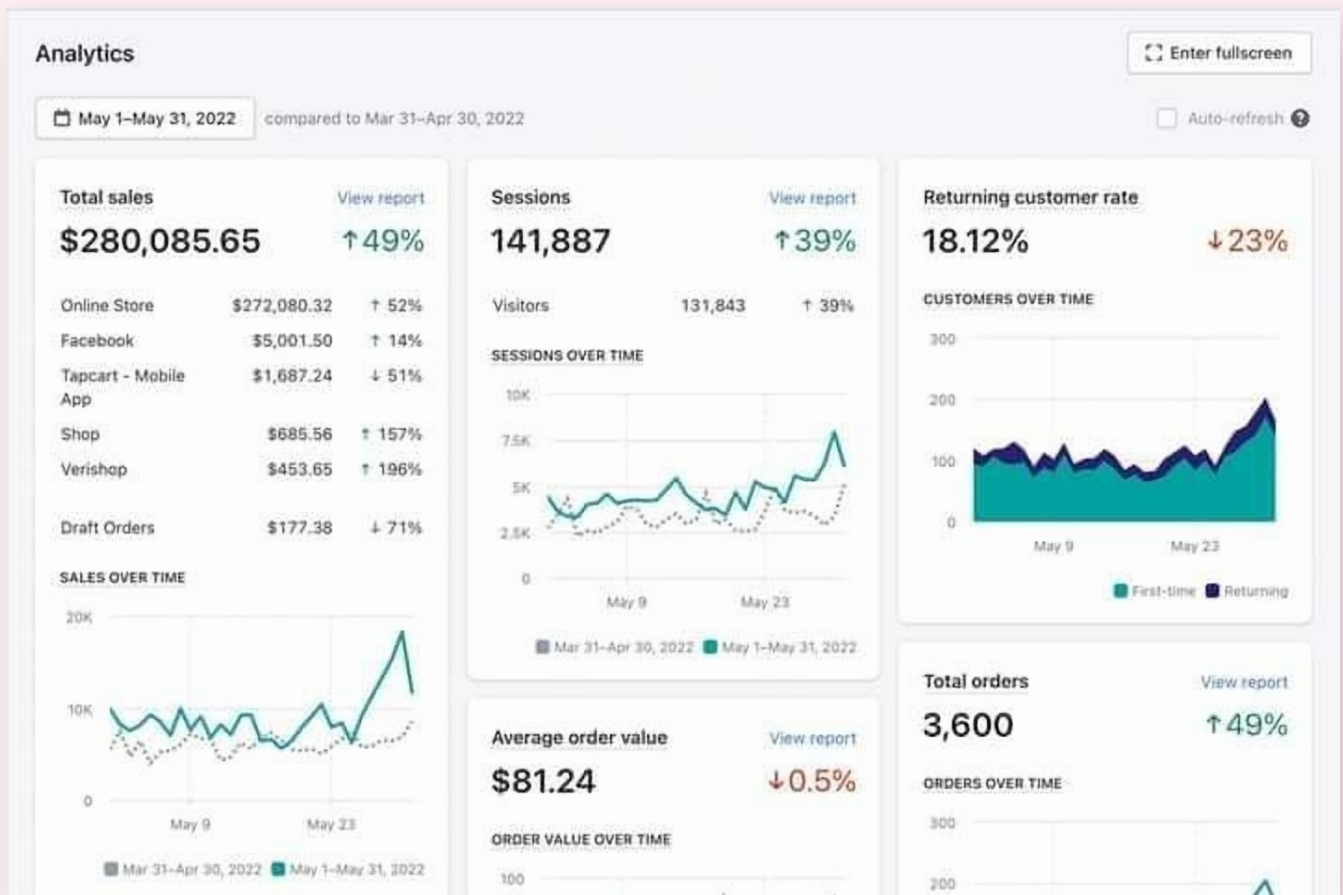
The Results

Filter Last 30 days: Jan 11, 2022 - Feb 9, 2022
Note: Does not include today's data

Center Campaigns Ad sets Ads

Edit A/B Test Rules View Setup Columns: WD - Last 7 Days Breakdown Reports

Campaign	Amount spent	Impressions	Adds to cart	Leads	Website purchases	Purchases conversion value	Purchase ROAS (return on ad spend)
	\$900.77	93,330	9	359	2	\$326.30	0.36
	\$1,200.19	80,727	168	-	74	\$13,945.21	11.62
	\$1,200.53	98,529	196	-	104	\$21,116.39	17.59
	\$750.14	33,511	162	-	67	\$12,947.19	17.26
	\$450.37	19,001	46	-	28	\$6,032.65	13.39
	\$2,404.23	154,975	165	-	106	\$25,663.32	10.67
	\$839.87	42,451	112	-	70	\$12,684.97	15.10
	\$0.00	-	-	-	-	\$0.00	-
	\$0.00	-	-	-	-	\$0.00	-
	\$0.00	-	-	-	-	\$0.00	-
	\$0.00	-	-	-	-	\$0.00	-
Results from 21 campaigns	\$8,145.82 <small>Total Spent</small>	545,988 <small>Total</small>	925 <small>Total</small>	359 <small>Total</small>	473 <small>Total</small>	\$96,882.26 <small>Total</small>	11.89 <small>Average</small>



Summary

Increased the volume of sales on high priced items, improved the conversion rate and retargeted potential customers across multiple channels.

Quote

“The Abstrak Media team was a great asset to launching our e-commerce business. We were able to scale remarkably fast while maintaining a solid return. They communicated well and provided bi-weekly progress reports, and walked us through all the steps and terminology.

They are a small team that offers a truly personalized service, and I wouldn't hesitate to recommend them.”

Ready to work with us?

Email us at - udit@abstrakmedia.com