



SINGLE GRAIN & SIMON PEARCE

E-COMM

CASE STUDY

Simon Pearce Paid Media Strategy Sees YoY Efficiency Gains

The Numbers
Keeps Growing

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

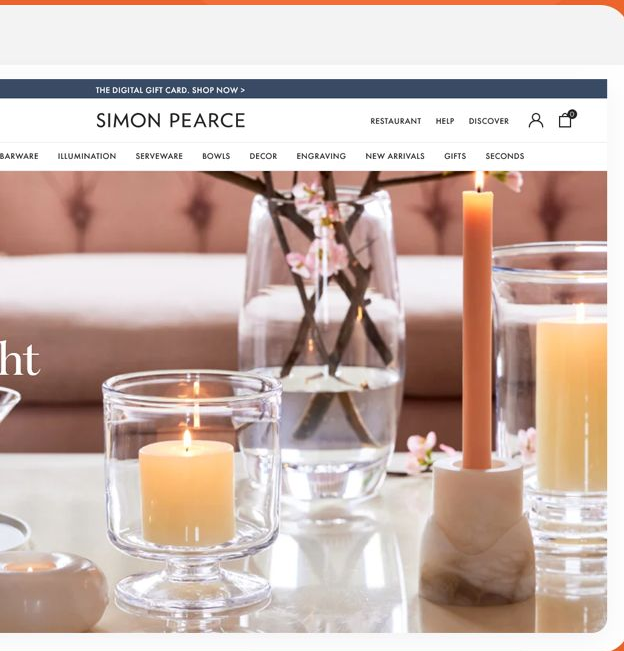


Started
Here

17% YoY Conversion Rate Increase →

Our Goal

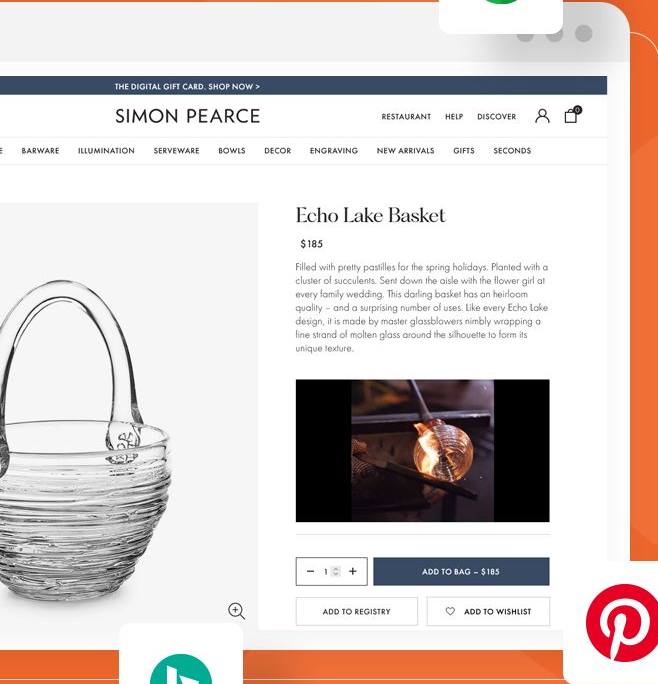
**Reach Highly Targeted
Audiences Using
Sophisticated Technology**



The Problem

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





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.

Revenue

\$3,286,467

25% MoM Increase

Conversion Rate

2.91%

17% YoY Increase

PROAS

3.46

9% YoY Increase

Average Order Value

\$304

13% YoY Increase



Thank You

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**Driving Innovative Marketing
for Great Companies**

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

