#### **CASE HISTORY**

# EasyCoop: Drive Online eGrocery Sales

Find new customers and drive geolocalized sales for a newlylaunched eCommerce platform with Facebook & Instagram



#### **CUSTOM AUDIENCES & LOOKALIKES**



#### PROSPECTING



REMARKETING

adglow

## GOALS

Increase website traffic, acquire new subscribing customers, and drive sales volume

# STRATEGY

Adglow's solution entailed an accurate prospect profiling; then, we stimulated users' engagement with creative contents, and employed Custom and Lookalike Audiences to increase consideration; finally, we drove purchases via remarketing achieving a positive ROAS



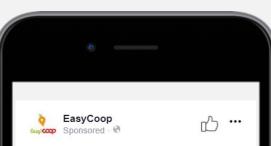
### RESULTS

YoY

80% Reach vs Potential Reach68% Cost per Sale

+ 170% Conversion rate





Buoni propositi: mangia sano e goditi il tuo tempo! Per te 10€ di sconto sulla tua prossima spesa con il codice GENNAIO10.



