

CASE HISTORY

EasyCoop: Drive Online eGrocery Sales

Find new customers and drive geolocalized sales for a newly-launched eCommerce platform with Facebook & Instagram



CUSTOM AUDIENCES & LOOKALIKES



PROSPECTING



REMARKETING

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 Reach
- 68% Cost per Sale
+ 170% Conversion rate

