

**SUCCESS STORY**

# Bootea

Increasing Sales and ROAS with Collection Ads

**CLIENT**

Bootea are a dietary and lifestyle brand with a wide range of products and best known for their detox teas.



**OBJECTIVE**

The main goals for Bootea were to increase sales through their ecommerce site at a profitable ROI and expand into new markets outside of the UK.

**STRATEGY**

Adglow developed a full funnel content and media strategy to increase awareness of Bootea’s products in the UK market and drive online sales.

In order to drive maximum brand awareness, Adglow combined high quality brand videos with a Video View objective. This technique enabled Adglow to capture engaged video viewers who were then retargeted with content from Bootea’s blog.

For the next stage in the marketing funnel, Adglow created Link Ads driving to product specific pages and included a discount code to incentivise purchase. These ads were targeted to people who had visited the website but had not made a purchase. Additionally, we used the Collection Ad format to combine video and the Shopify product catalogue to show users relevant products, to help drive purchase.

In order to scale customer acquisition, Adglow created lookalikes of existing customers segmented by product purchase and region.

