

SUCCESS STORY

Night In Boxes

Soaring Subscribers with SHINE by Adglow

CLIENT

Night In Boxes is a US-based subscription company that delivers complete date nights to your door each month. Each box includes a designed date night with several activities, ambiance, music, snacks, a recommended dinner menu and more.



+270% INCREASE IN PURCHASES

3.5x ROAS

GOALS

Night In Boxes was looking to increase the number of monthly subscribers; however, their advertising yielded inconsistent results and a high cost per purchase. They needed a Facebook Marketing Partner who could help accelerate their business and take the brand to the next level.

STRATEGY

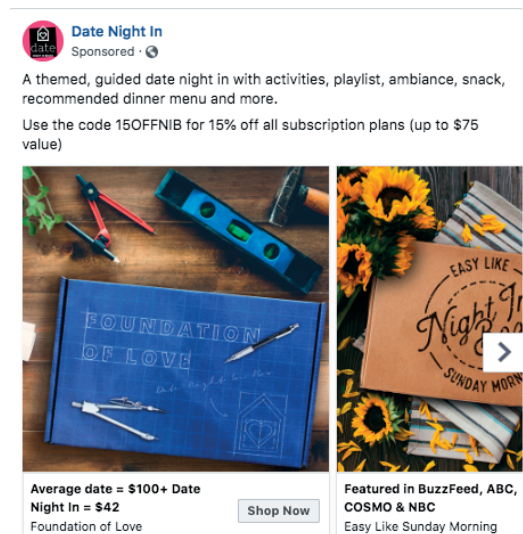
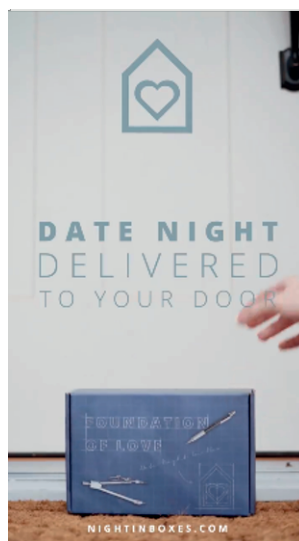
Night In Boxes joined Adglow's SHINE program for Facebook and Instagram – a managed service program purposefully designed to help businesses evolve, improve and scale their social advertising campaigns.

Adglow's team of experts reorganized the structure of the campaigns and provided creative consultation.

Reorganizing the campaigns allowed us to analyze results more accurately and let the campaigns run with the Facebook algorithm as intended for optimal results. We provided creative consultation and advised the client on best practice for creating show-stopping ads that delivered solid results.

By taking campaign upload and optimization off of Night in Boxes plate and applying our expertise we were able to enhance their account performance by:

- Expanding prospecting efforts across a plethora of new audiences, previously not on Night In Boxes radar, to increase reach and awareness.
- Optimizing campaigns towards landing page views, conversions and add to cart to drive people from awareness to subscriptions.
- Making the most of automatic placements and starting to use campaign budget optimizations to drive efficiencies in spend.



"Your team's expertise, availability and strategy has propelled us to the next level, having had one of the most successful holiday seasons on record. To the Night In Boxes Team you are more than an agency and truly feel like a strategic partner of our team."

Megan Pruitt Owner/Founder at NIB