

Parenting Accessories Brand **Drives 326% Facebook Revenue Growth** With Lookalike Audiences

Channel:



Paid Social Media Advertising

Industry:



Parenting Accessories

Focus:



Facebook Lookalike Audiences

Goal:



Lead Generation & Brand Awareness

The Situation

One of our clients, a mission-driven technology company that sells parenting accessories, has been developing smart products, content, and services to solve everyday parenting challenges since 2001. As a consumer brand with a desire to grow their reach, there was an opportunity for the business to generate significant interest with robust, upper-funnel branding and awareness campaigns. The brand turned to ROI Revolution to implement fresh strategies to drive additional traffic to their website, with an end goal of increasing brand awareness, conversions, and profitable revenue.

Opportunity Identified

The brand's high AOV flagship product made them an ideal candidate to leverage curated Facebook and Instagram audience targeting to nurture ideal customers throughout their buying journey. The team increased investment in non-direct response campaigns focused on driving traffic and engagement, then deployed a strategy with optimized ad messaging and expanded targeting to fill the funnel with highly engaged, qualified leads to drive profitable brand growth.

ROI in Action

The ROI team identified the best performing seed audiences to build qualified lookalike audiences from, then ran tests to determine which groups to expand or reduce in size and investment. To test messaging and effectively target each audience, the team promoted four main value adds related to the product: more sleep for parents and babies, smart technology, the company's industry-leading founder, and inspiring customer testimonials.

Through a series of A/B tests, the ROI team isolated what resonated with the company's target audiences. This quickly led to significant upticks in low-cost, highly qualified clicks.

Results Achieved



221%
Overall Revenue
Growth YoY



326%
Facebook Revenue
Growth YoY