



SERVICES

GOOGLE ADS
FACEBOOK ADVERTISING
CONVERSION OPTIMIZATION
PIXEL/ TAG INTEGRATION
YOUTUBE ADVERTISING
DIGITAL STRATEGY
ANALYTICS



The background features a solid light blue color with three prominent diagonal stripes in a darker blue shade. These stripes run from the bottom-left towards the top-right, creating a dynamic, geometric pattern.

CLIENTS



BEYONCÉ



WORK





FAYFAIRE CLOTHING COMPANY

Fayfaire Clothing Co is a brand that received its recognition for hip and cool onesies and shirts for toddlers. With a range of products that most young parents found impossible to resist. The only problem? Driving website sales while Amazon dominated the ad space for the industry.

WHAT WE HANDLE:

- Google Search
- Google Display
- Amazon Seller Central Activation
- Facebook strategy and execution (Black Friday).
- PPC expansion across Europe.
- 3rd party activation (ads on Reddit, Quora and AdRoll)

WHAT WE'RE PROUD OF:

Fayfaire managed to outbid Amazon on the Google search results page by maintaining unbeatable ad rank and ad quality scores. They also started to see conversions from platforms that historically never converted in the past (Instagram and Reddit).





FREDDY JEANS, CANADA

Freddy Jeans designed and created patented shaping effect pants for women. Their brand received strong recognition across Europe before branching out to the US and Canada.

The project - Position the brand across the US and CA 'introducing' the product to the world. All this while still maintaining a strict Target cost per acquisition (in a new market).

WHAT WAS HANDLED:

- Google Search.
- Youtube ads.
- Dynamic remarketing.
- Google shopping campaigns.
- Amazon Seller Central Activation + PPC
- Facebook strategy and execution.

WHAT WE'RE PROUD OF:

Freddy managed to constantly outbid competition in CA while maintaining a 12.5 ROAS. The brand also managed to double their target revenue goals in the 3rd quarter of activation (BFCM).





ADENS TYRES, NZ

Adens tyres is one of kind car customization online store. They built a unique product that helped deliver AND install custom car parts on to most major car brands across New Zealand.

The project - Drive online traffic that is intent on making a purchase and create a sales funnel that pushes the sale of car accesories/ parts with additional incentives at each stage of the funnel.

WHAT WAS HANDLED:

- Google Search.
- Facebook lead generation.
- Dynamic remarketing.
- Google shopping campaigns.
- Competition analysis/ insight.

WHAT WE'RE PROUD OF:

Adens Tyres was at the top position for over 50% of the targeted keywords in less than 2 months of campaign activation. This was a result of custom landing pages, extremely high ad rank and quality score on ads.





WELOVEEYESXO.COM

Founded by an Optometrist, We Love Eyes creates products with one goal- Create natural, Non-toxic cleansing products that make your eyes feel happier, brighter and more beautiful.

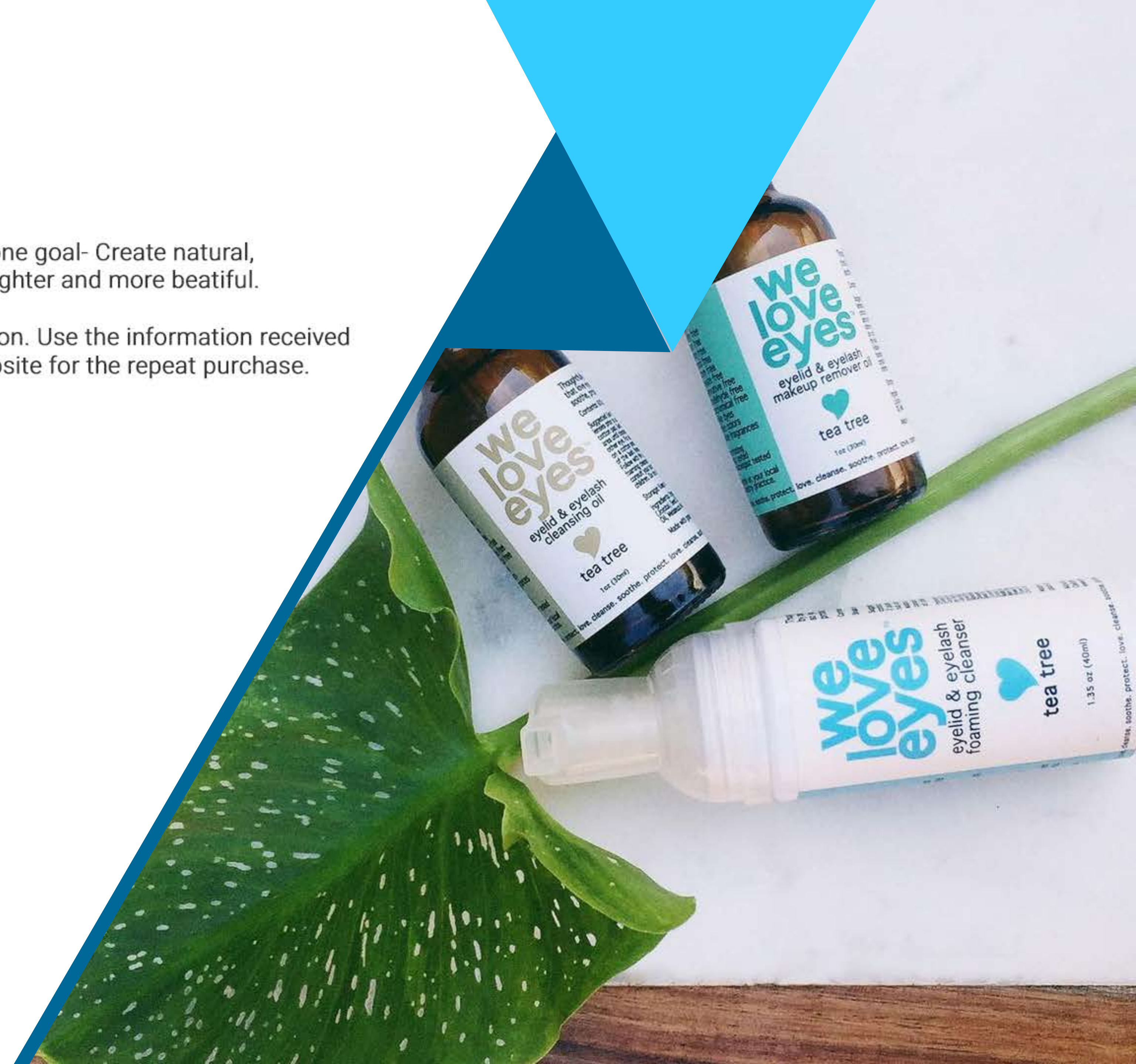
The project - Activate the product on Google, Facebook and Amazon. Use the information received from Amazon buyers to migrate a majority of the traffic to the website for the repeat purchase.

WHAT WAS HANDLED:

- Google Search.
- Facebook conversion optimization.
- Dynamic remarketing (Google +Facebook).
- Google Shopping.
- Amazon Seller Central

WHAT WE'RE PROUD OF:

We Love Eyes achieved their target sales goals exclusively from Amazon traffic. Sales from Google and Facebook came as an additional bonus. All while maintaining a ROAS of 12+ through the entire business year.



BEYONCÉ

BEYONCÉ OFFICIAL STORE

Managed by the artists' merchandising wing, Beyoncé sees a massive spike in the demand for official merchandise during each tour. Her latest tour, OTR II (On The Run II) stretched across 5 months and 2 continents.

The project - Run campaigns following the tour dates, drive a buzz to improve ticket sales and spearhead all merchandise sales on the official store using targeted paid acquisition.

WHAT WAS HANDLED:

- Google Search ads
- Facebook top of funnel audience creation.
- Dynamic remarketing (Google +Facebook).
- Google Shopping.
- Amazon Seller Central (Prime concert merch delivery)

WHAT WE'RE PROUD OF:

Beyoncé is currently the official store on Amazon with brand registry (exclusive seller rights). It's also currently the top SERP brand on Google despite heavy competition from counterfeit products and cheaper alternatives.





LINKIN PARK OFFICIAL STORE

Managed by Global merchandising company, Linkin Park saw a massive drop in official merchandise sales when they pulled out of their last tour 'One More Light'.

The project - Run ongoing campaigns with the new line of 'Chester' focussed merchandise. The brand was also not active on any platform apart from facebook. We were expected to activate their store on Google search, Shopping and Amazon.

WHAT WAS HANDLED:

- Google Search ads
- Facebook top of funnel audience creation.
- Dynamic remarketing (Google +Facebook).
- Google Shopping.
- Amazon Seller Central (Prime concert merch delivery)

WHAT WE'RE PROUD OF:

The artist managed to have active storefronts on all major platforms in less than 3 weeks. We also managed to spearhead their best revenue month yet in Nov, 2018.

I N P



I N K I N P A K





VIDDYOZE MARKETPLACE

Viddyoze is a online marketplace for top-quality animations. It helps create professional looking video's without the need of professional tools.

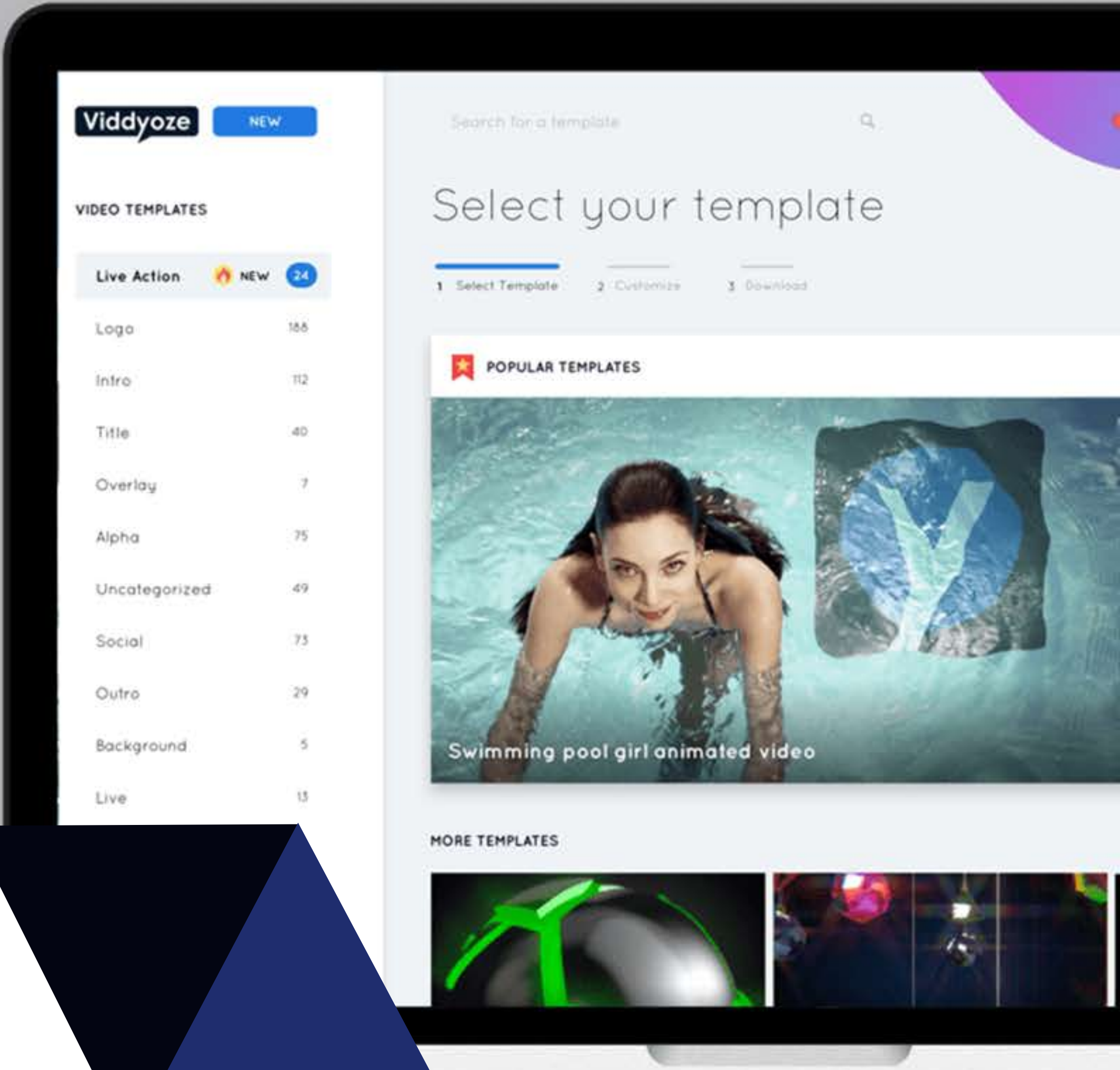
The project - Help spread the word about the business switching from a subscription model to a marketplace model. Target users that would be driven by impulsive purchases.

WHAT WAS HANDLED:

- Google Search ads
- Conversion optimization and funnel analysis.
- Facebook top of funnel audience creation.
- Dynamic remarketing (Google +Facebook).
- Youtube strategy and ads

WHAT WE'RE PROUD OF:

Viddyoze currently dominates the targeted keywords in the video animation space hands down with a conversion rate of 6%. They also doubled their subscription database in a matter of 3 months.





VET-ORGANICS

Vet Organics is a South Florida based company that formulates highly effective, natural, safe remedies and supplements for dogs and cats.

The project - Help market the secondary wave of product launches and help scale it to outbid other competitors in the market after Vet-organics initial set of product launches

WHAT WAS HANDLED:

- Google Search ads
- Amazon listing activation and PPC.
- Conversion optimization and funnel analysis.
- Facebook advertising.
- Dynamic remarketing (Google +Facebook).
- Custom intent campaigns.

WHAT WE'RE PROUD OF:

The brand faced intense competition in newer target markets but managed to still hold 40+ search impression share when it came to Search ads. This share rapidly grew to 60% in the next few weeks thanks to ad rank and quality score.





MICROSCAPE

MICROSCAPE 3D-PRINTED ARCHITECTURE

Microscape scans the world from the air and 3D-prints detailed architecturally accurate models that capture the sculptural beauty of cities.

The project - Help preserve the buzz created by the Kickstarter campaign and grow the interest audience while the product scaled to newer markets and models.

WHAT WAS HANDLED:

- Google Search ads
- Youtube ads
- Conversion optimization and funnel analysis.
- Facebook Online store and advertising.
- Dynamic remarketing (Google +Facebook).
- Google Display ads.

WHAT WE'RE PROUD OF:

Microscape managed to consistently reach new audiences with the Chicago collection giving the founders the confidence to expand to other cities and even offer customisation options during delivery. Youtube worked exceptionally well to drive similar audiences back to the site.

Thats all folks!