Candour London's Success Story: From Clicks to Conversions

[H2] Who is Candour London?
Candour London is a luxury lingerie brand catering to youthful women looking for premium lingerie that is not only comfortable but also enhances the way they look and feel. The lingerie ranges by Candour London provide endless options for women looking for particular colors, designs, and styles.

[H2] Goal

Increase Add-to Cart Actions
The goal of Candour London was to increase "Add-to-Cart" actions through performance marketing. By executing our marketing strategy, we aim to boost engagement and visibility and this would in turn also increase conversions (Add-to-Cart actions).

Another goal is to avoid overuse of the same or similar ad content. Our approach would have to include a variety of engaging content ideas.

[H2] Obstacles Faced

Candour London approached us with the desire to increase the visibility of their recently released lingerie sets to multiply leads and in turn, drive up sales.

The requirement seemed straightforward, however, several challenges were encountered early on in the process. These included issues while running Facebook Ads and failure to meet the expected results pertaining to engagement and general reach. Our content was unable to deliver a desirable click-through rate (CTR).

Additionally, we were unable to track the campaigns, which concealed valuable data that could have been utilized to adjust strategies.

We went back to the drawing board to identify what the biggest problems were.

1. The Facebook ad campaign we put in place was not performing as per expectations.
2. Content and copy are not able to reach the intended target audience and if it is, it isn't able to inflict an action.
3. Campaigns being run are not trackable, meaning there is no access to invaluable data regarding user behavior on website landing and product pages, audience demographics, and clicks/conversions. Having this data on hand would allow for customized ad campaigns that would better suit customer interests.

[H2] Strategy

After concluding what challenges we faced, it was time to devise a strategy that would work to achieve the core goals of the client. We implemented the following steps as part of our performance marketing strategy:

Audience Segmentation

The process of audience segmentation was carried out to divide the audience into groups based on certain criteria. This segmentation was done based on user interests, behavior, and demographics, among others. This information was utilized to create customized ads based on particular audiences, thereby increasing the chances of increasing engagement and improving conversions.

Ad A/B Testing
Testing various creative ideas will help arrive at the best-performing content ideas that receive higher user engagement. Mixing up successful content strategies can work to increase following, engagement, leads, and even conversions.

Website Optimization
Website optimization involves improving mobile responsiveness, page loading speed, user-friendliness, and other factors that may impact users when arriving at the website.

Ad Optimization & Tracking
Constant monitoring and analysis are crucial to understanding the impact of the campaigns running. Using the data, we are able to make adjustments to the campaigns so as to improve results.

Utilizing Tools - Meta Pixel & Facebook Custom Audiences
Tools like Meta Pixel aid in tracking website user behaviour and journey as well as understanding how effective campaigns are.

Facebook Custom Audiences is another tool that enables customized ad campaigns that can target users who have previously shown interest in a prior ad campaign.

Competitor Analysis
Keeping an eye on competing brands helps to identify gaps in the market and to learn from their marketing campaigns.

[H2] Implementing the Strategy

Target the Correct Audience
Candour London is a luxury lingerie brand and thorough research was done to who the ideal target audience is. This was done by finding out what cities the current and former customers belonged to, as this would serve as the foundation location to target our campaigns.

Campaigns were targeted to these cities as they provided the highest chance of converting.

Incentivizing Buying
Applying promotions acts as an incentive to buyers. Compelling, limited-time offers such as "50% Discount" or "Monsoon Sale" were used to entice existing and potential customers to buy.

Mixing Up Creatives

By conducting A/B testing on three audience segments we would be able to identify which ones are able to resonate best with the audience. It would also work to provide information about which audience segment is most active.

Some Snapshots Of Result:

Events	Status New	Used by	Connection method	Total events ↓	
📅 PageView ● Active			Browser	15.1K Last received 46 minutes ago	⌄
👁 View content ● Active		1 ad set	Browser	6.2K Last received 46 minutes ago	⌄
🛒 Add to cart ● Active		1 ad set	Browser	316 Last received 6 hours ago	⌄
🔍 Search ● Active			Browser	313 Last received 10 hours ago	⌄
💳 Add payment info ● Active			Browser	27 Last received 12 hours ago	⌄

Paid Campaigns

Candour London
Sponsored

Get ready for the monsoon sale! Shop now for up to 50% off on the latest lingerie collections. Upgrade your lingerie collection today.

MONSOON SALE
UPTO 50% OFF

candourlondon.com
Up to 50% off
Limited time offer!
Shop now

Amount spent	Budget Ad set	Impressions	CPM (cost per 1,000 impressions)	Reach	Frequency	CTR (all)	Link clicks	CPC (all)	● Results	Cost per result
₹6,715.28	₹12,000.00 Lifetime	186,268	₹36.05	87,617	2.13	24.49%	48,549	₹0.15	48,549 Link Clicks	₹0.14 Per link click
₹6,715.28 Total Spent		186,268 Total	₹36.05 Per 1,000 Impressions	87,617 Accounts Centre acco...	2.13 Per Accounts Centre a...	24.49% Per Impressions	48,549 Total	₹0.15 Per Click	48,549 Link Clicks	₹0.14 Per link click

Paid Campaigns

Amount spent	Budget Ad set	Impressions	CPM (cost per 1,000 impressions)	Reach	Frequency	CTR (all)	Link clicks	CPC (all)	ⓘ Results	Cost per result
₹5,011.44	₹10,000.00 Lifetime	280,683	₹17.85	241,305	1.16	0.90%	2,116	₹1.99	2,116 Link Clicks	₹2.37 Per link click
₹5,011.44 Total Spent		280,683 Total	₹17.85 Per 1,000 Impressions	241,305 Accounts Centre acco...	1.16 Per Accounts Centre a...	0.90% Per Impressions	2,116 Total	₹1.99 Per Click	2,116 Link Clicks	₹2.37 Per link click

Paid Campaigns

Ad	
CL-Bra-Monsoon-Sale-11-07-2023	
CL-Bra-Monsoon-Sale-11-07-2023 - Copy	

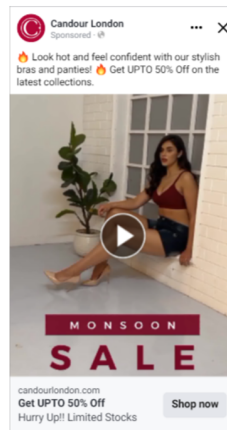| Amount spent	Budget Ad set	Impressions	CPM (cost per 1,000 impressions)	Reach	Frequency	CTR (all)	Link clicks	CPC (all)	ⓘ Results	Cost per result
₹5,739.69	₹20,000.00 Lifetime	276,848	₹20.73	187,072	1.48	12.77%	34,478	₹0.16	34,478 Link Clicks	₹0.17 Per link click
₹4,517.53	₹20,000.00 Lifetime	126,534	₹35.70	76,928	1.64	15.93%	19,955	₹0.22	19,955 Link Clicks	₹0.23 Per link click
₹10,257.22 Total Spent		403,382 Total	₹25.43 Per 1,000 Impressions	251,904 Accounts Centre acco...	1.60 Per Accounts Centre a...	13.76% Per Impressions	54,433 Total	₹0.18 Per Click	54,433 Link Clicks	₹0.19 Per link click

Paid Campaigns

Ad

- Campaign -1 - CL-BRA-Sale-21-07-2023
- Campaign -4 - CL-BRA-Sale-21-07-2023
- Campaign -2 - CL-BRA-Sale-21-07-2023
- Campaign - 3 - CL-BRA-Sale-21-07-2023

Amount spent	Budget (Ad set)	Impressions	CPM (cost per 1,000 impressions)	Reach	Frequency	CTR (all)	Link clicks	CPC (all)	Results	Cost per result
₹2,272.14	₹800.00 Daily	18,006	₹126.19	16,308	1.10	3.53%	465	₹3.58	64 [2] Website adds to c...	₹35.50 [2] Per Add To Cart
₹2,272.80	₹800.00 Daily	19,812	₹114.72	17,616	1.12	3.47%	504	₹3.31	38 [2] Website adds to c...	₹59.81 [2] Per Add To Cart
₹2,248.41	₹800.00 Daily	20,323	₹110.63	18,029	1.13	3.05%	426	₹3.63	44 [2] Website adds to c...	₹51.10 [2] Per Add To Cart
₹2,291.40	₹800.00 Daily	20,088	₹114.07	17,700	1.13	3.38%	498	₹3.37	51 [2] Website adds to c...	₹44.93 [2] Per Add To Cart
₹9,084.75 Total Spent		78,229 Total	₹116.13 Per 1,000 Impressions	59,057 Accounts Centre acco...	1.32 Per Accounts Centre a...	3.35% Per Impressions	1,893 Total	₹3.47 Per Click	197 [2] Website adds to cart	₹46.12 [2] Per Add To Cart

Paid Campaigns

Amount spent	Budget (Ad set)	Impressions	CPM (cost per 1,000 impressions)	Reach	Frequency	CTR (all)	Link clicks	CPC (all)	Results	Cost per result
₹1,702.31	₹12,000.00 Lifetime	87,020	₹19.56	64,330	1.35	11.41%	9,594	₹0.17	9,594 Link Clicks	₹0.18 Per link click
₹1,705.55 Total Spent		87,207 Total	₹19.56 Per 1,000 Impressions	64,431 Accounts Centre acco...	1.35 Per Accounts Centre a...	11.41% Per Impressions	9,606 Total	₹0.17 Per Click	9,606 Link Clicks	₹0.18 Per link click

Overall Result

Ad		Delivery ↑	Amount spent	Budget Ad set	Impressions	CPM (cost per 1,000 impressions)	Reach	Frequency	CTR (all)	Link clicks	CPC (all)
	CL-Bra-Reel-Campaign-30-05-2023	● Active	₹1,705.55	₹12,000.00 Lifetime	87,207	₹19.56	64,349	1.36	11.41%	9,606	₹0.17
	CL-Instagramfollower-12-07-2023	● Active	₹5,015.83	₹10,000.00 Lifetime	280,819	₹17.86	241,431	1.16	0.90%	2,119	₹1.99
	CL-Remarketing-Campaign-11-07-2023	▲ Creative limited	₹6,718.10	₹12,000.00 Lifetime	186,359	₹36.05	87,590	2.13	24.49%	48,565	₹0.15
	Campaign -1 - CL-BRA-Sale-21-07-2023	▣ Completed	₹2,272.14	₹800.00 Daily	18,006	₹126.19	16,308	1.10	3.53%	465	₹3.58
	Campaign -4 - CL-BRA-Sale-21-07-2023	▣ Completed	₹2,272.80	₹800.00 Daily	19,812	₹114.72	17,616	1.12	3.47%	504	₹3.31
	Campaign -2 - CL-BRA-Sale-21-07-2023	▣ Completed	₹2,248.41	₹800.00 Daily	20,323	₹110.63	18,029	1.13	3.05%	426	₹3.63
	Campaign - 3 - CL-BRA-Sale-21-07-2023	▣ Completed	₹2,291.40	₹800.00 Daily	20,088	₹114.07	17,700	1.13	3.38%	498	₹3.37
	CL-Bra-Monsoon-Sale-11-07-2023	▣ Campaign off	₹5,739.69	₹20,000.00 Lifetime	276,848	₹20.73	187,072	1.48	12.77%	34,478	₹0.16
	CL-Bra-Monsoon-Sale-11-07-2023 - Copy	▣ Ad set off	₹4,517.53	₹20,000.00 Lifetime	126,534	₹35.70	76,928	1.64	15.93%	19,955	₹0.22
Results from 9 ads ❶			₹32,781.45 Total Spent		1,035,996 Total	₹31.64 Per 1,000 Impressions	687,822 Accounts Centre acco...	1.51 Per Accounts Centre a...	11.22% Per Impressions	116,616 Total	₹0.28 Per Click

Event Captured

Events		Status New	Used by	Integration	Event match quality	Total events ↓	
🗓	**PageView** ● Active		1 ad set	Browser		40.5K Last received 23 minutes ago	⌄
👁	**View content** ● Active		1 ad set	Browser		18.8K Last received 23 minutes ago	⌄
🛒	**Add to cart** ● Active		1 ad set	Browser		303 Last received 3 hours ago	⌄
🔍	**Search** ● Active			Browser		124 Last received 1 day ago	⌄
💳	**Add payment info** ● Active		1 ad set	Browser		10 Last received 4 days ago	⌄

So a total of 303 events count in add to cart and 10 event count in add payment info

Overall Report

Ad name	Type	Spends	Impressions	Reach	Link clicks	CPR	Result	CPC	CTR
CL-Bra-Reel-Campaign-old-26-07-2023	Traffic Ads	₹11,705.55	87,207	64,413	9,622	0.18	9,622	0.17	11.14%
CL-Instagramfollower-12-07-2023		₹5015.83	2,80,819	2,41,356	2,120	2.37	2,120	1.99	0.90%
CL-Remarketing-Campaign-11-07-2023		₹6,718.10	1,86,359	87,581	48,578	0.14	48,578	0.15	24.49%
CL-BRA-Sale-21-07-2023		₹9,084.75	78,229	59,057	1,893	46.12	197	3.47	3.35%
CL-Bra-Monsoon-Sale-11-07-2023		₹10,257.22	403,382	251,904	54,433	0.19	54,433	0.18	13.76%
Grand Total		**42,781.45**	**10,35,996**	**7,04,311**	**1,16,646**	-	**1,14,664**	-	-

Thank You