


CASE STUDY

SALE GENERATION

DISCOVER HOW WE SCALED
SALES BY 70.72%

 **CELEBRATE**
Down
Syndrome
Awareness Month
with
Paradise Galleries

REWARDS 



Featured Collections



Dolls with a Purpose



Forever Yours Baby Dolls



Furever Babies Collection

OVERVIEW OF THE COMPANY

Since 1991, Paradise Galleries has been a leader in bringing the magic of award winning dolls to collectors around the world. We are dedicated to offering you the most irresistible and innovative artistic treasures from the world's premiere artists and designers. Our passion at Paradise Galleries is to create dolls that stir your spirit, warm your heart, and nurture your soul. It gives us great joy to know that our dolls bring happiness to homes around the world. Our design team in southern California draws upon inspiration from family, friendships, love, daily life, childhood memories, and a sense of fun to capture the goodness and beauty in life's moments. We work together with sculptors & designers from all over the world to create the perfect doll.



CHALLENGES

- Increase brand recognition
- No Social Media Presence
- Increase conversions on
- Messaging & Tone
- Increase ROI



SOLUTION

To improve brand recognition, I run Brand Awareness & Page Campaigns and. As a result, we saw a substantial brand lift.

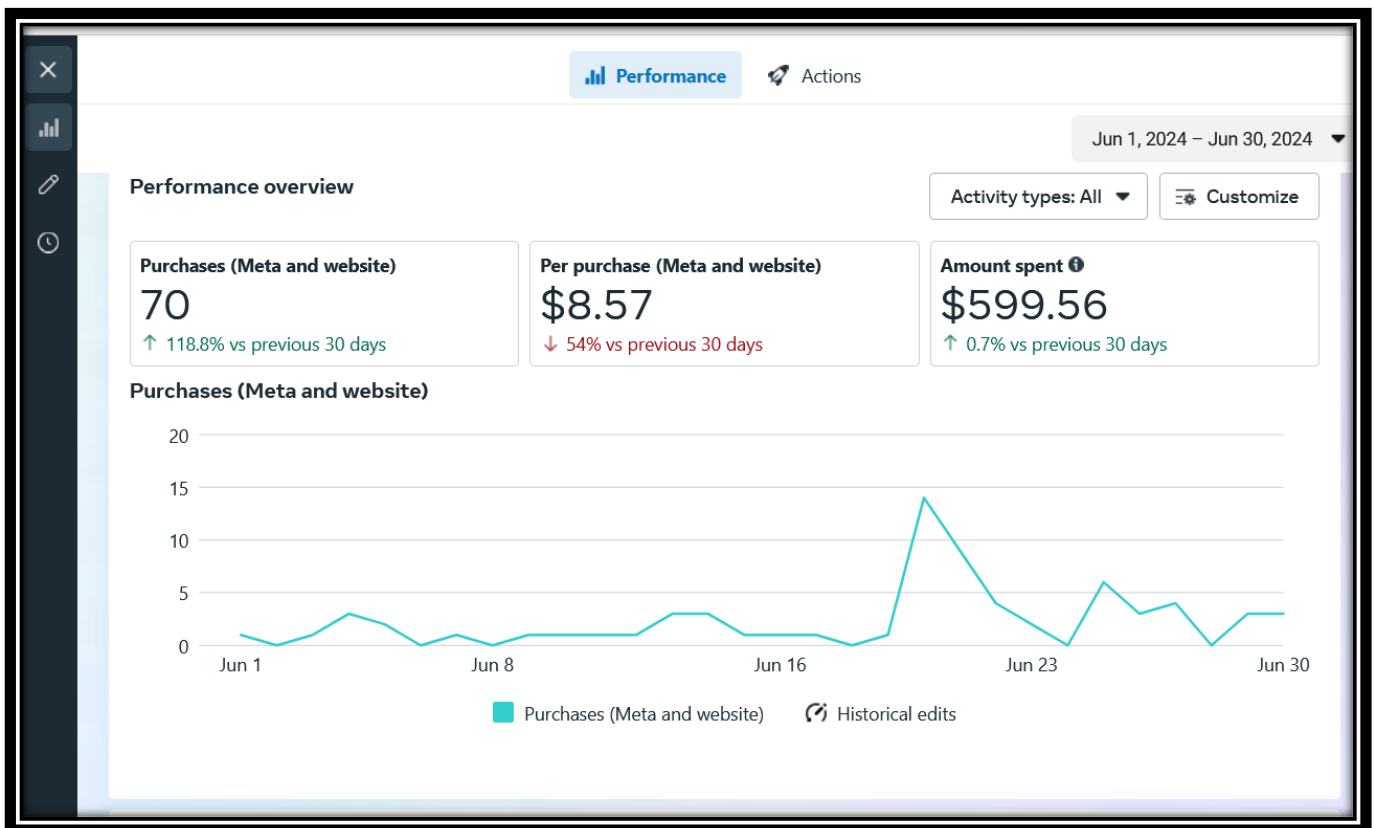
During our initial analysis, I learned that most of the engagement was coming from **Both Male and Female audience (agegroup 25-65+)**. It was crucial to segment those age range who are dropping off without taking any further action. Once we had done with segmentation, I launched hyper-targeted campaigns for each of their Products. We implemented a session recording tool to see how visitors were navigating the site so that we could fix those roadblocks.

The next thing was to leverage a similar audience. Based on our learning, we launched a similar audience campaign with the ad copies that performed well in our last campaign.

SOLUTION

Once we had enough audience captured, we launched a robust re-marketing campaign to attain incremental Sales at a lower CPA.

IMPACT



RESULT

70

Order Received

60%

Increase in Orders

54%

Decrease in CPA

7.48%

Increased in ROAS

CAMPAIGNS

Campaigns	1 selected	Ad sets	1 selected	Ads	29 selected	1-200 of 2611				
+ Create	Duplicate	Edit	A/B test	More	Columns: Custom	Breakdown	Reports	Export		
<input type="checkbox"/>	Off / On	Campaign	Reach	Impressions	Cost per result	Amount spent	Ends	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on ad spend)	
<input type="checkbox"/>	<input type="checkbox"/>	[Redacted]	46,973	99,274	\$0.05 ^[2] Per content view (...)	\$240.48	Ongoing	0.44 ^[2]	0.44 ^[2]	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	[Redacted]	21,597	65,434	\$8.57 ^[2] Per purchase (Met...)	\$599.56	Ongoing	13.28 ^[2]	12.23 ^[2]	
<input type="checkbox"/>	<input type="checkbox"/>	[Redacted]	6,759	11,172	\$0.11 Per Follow or like	\$150.07	Ongoing	—	—	