

Entry: eBay and Alex and Ani



Challenge

Alex and Ani is best known for their bangle bracelets, and would be classified as a jewelry and fashion retailer. In a campaign launched in March we wanted to test what facebook and Kenshoo Social could do to help us sell a relatively new and not as well-known collection, called light and ignite. This collection of candles is a step for Alex and Ani to bring their positive energy messaging into the Home. It also opens up a new demographic and opportunity to sell a gift collection to current customers.

Solution

Naming conventions for reporting purposes.

Custom audiences based on in store customer behavior

Grouping ads by age range for reporting and optimization

Grouping ads by custom audience for reporting and optimization

Separating placements by right hand rail and newsfeed for optimization and reporting

Separating ads by mobile and desktop for optimization and reporting

Results

One campaign targeting those who are fans of Alex and Ani, 15 years of age +, and live in the USA. Results below:

To date we have spent \$6,069.56 on this campaign that launched on March 17th, 2014. We have had 825 conversions, at a cost per conversion of \$7.33 the total conversion value driven by this campaign was \$61,552.00. For an ROAS of over \$10.00 to \$1.00. Considering this product is outside of the classic Alex and Ani jewelry category, this was a wild success.

The second campaign we launched for this product set was targeting a custom audience of Alex and Ani customers who have shopped in a store, but not shopped online. This campaign proved to be more of a challenge, as we were asking our classic store shoppers to not only shop online, but shop outside of the classic Alex and Ani jewelry category. Based on those challenges this campaign was still considered a success.

To date this campaign has spent \$1,152.64 and had 84 conversions. With a cost per conversion of \$13.72 and total conversion value of \$6,564.00 just under \$6.00 ROAS

