

Kenshoo and Bright Forest Media help Beyond The Rack Improve ROAS by nearly 3x on Facebook Ads

BACKGROUND



Beyond the Rack is a private shopping club for women and men who want designer brand apparel and accessories at prices up to 80% off retail. Through limited-time, flash-sale events, Beyond the Rack is able to provide its members exclusive access to authentic designer merchandise according to their preferences. To help plan and manage its online advertising efforts, Beyond the Rack partners with digital marketing agency, Bright Forest Media.

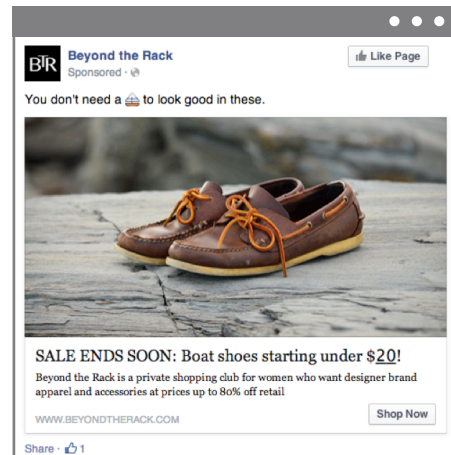
CHALLENGES

- ▶ Drive new members via Facebook ads at the best CPA possible while improving return on ad spend (ROAS)
- ▶ Understand how “evergreen” ad creative strategies impact performance
- ▶ Improve Facebook campaign management and optimization strategies to focus on how to best promote daily sales and effectively scale operations

SOLUTION



- ▶ Leverage social workflow tools through Kenshoo to increase efficiency building new Facebook campaigns and creative on a daily rotation
- ▶ Refresh creative strategy to focus on “sale specific” page posts with copy speaking directly to products
- ▶ Streamline QA and reporting processes to accommodate dozens of new campaigns at scale



RESULTS

- ▶ ROAS nearly tripled
- ▶ CPA rose slightly but remained below target goal
- ▶ User experience improved with more tailored and relevant ad delivery, leading to increased click-through rate



■ CPA ■ CTR ■ ROAS

