

Lauriebelles Case Study

Problem | Context

Lauriebelles was facing stagnant performance with their new customer orders, which were showing negative year-over-year growth. Their customer acquisition strategies were heavily reliant on branded terms, leading to inflated costs and limited reach. Additionally, the brand's email and SMS opt-ins were underperforming, with little focus on organic content that could drive more engagement and sales. The overall strategy lacked innovation and needed a fresh approach to boost new customer growth.

What We Did

- Eliminated branded terms from Google campaigns, which previously made up 90% of the spend.
- Launched Shop app campaigns in May, focusing on attracting new customers. Achieved 2x ROAS, gaining approximately 5 new customers per week.
- Revamped Meta campaigns: kept current campaigns running but optimized them by adding 1 Dynamic Product Ad (DPA) and 1 creative-only campaign.
- Provided more creative direction by reusing organic items, highlighting promotions like "20% off first order" and email sign-ups.
- Created 2 new prospecting campaigns, including a dedicated campaign to promote organic content, which had high engagement but was underfunded.

Frank Field 2:07 PM
Wanted to quickly shout out Kat and the DP team. The changes they're making on the paid ads side are already having some awesome changes to your subscriber list.

- Last 30 days vs previous
 - New email opt ins are up 110%
 - New SMS opt ins are up 50%
- Last 90 days, we were in negative list growth (screenshot 1)
- Last 30 days list growth was almost flat (screenshot 2)
- Last 7 days...positive list growth! (Screenshot 3)

	New Online Store Orders			New Online Store CAC		
	2021	2022	YoY	2021	2022	YoY
Jan	1,153	241	-80%	\$ 183	\$ 61.80	-110%
Feb	1,023	234	-77%	\$ 5.00	\$ 67.70	-1047%
Mar	1,023	234	-77%	\$ 5.97	\$ 47.64	-88%
Apr	765	227	-70%	\$ 9.07	\$ 44.45	-590%
May	641	376	-30%	\$ 21.23	\$ 40.66	-82%
Jun	405	405	0%	\$ 35.47	\$ 48.06	-36%
Jul	364	0	-100%	\$ 37.24		
Aug	459	0	-100%	\$ 27.02		
Sep	452	0	-100%	\$ 32.91		
Oct	388	0	-100%	\$ 23.77		
Nov	352	0	-100%	\$ 34.13		
Dec	267	0	-100%	\$ 41.35		
TOTAL	7,493	1,717	-77%	\$ 17.39	\$ 50.81	-194%
LTD	\$ 60.40	\$ 153.00	82%	\$ 33.41	\$ 55.66	-7%

Results

Positive New Customer Orders YoY



+110% Email Opt-Ins



2x ROAS For NCA Campaigns



By refocusing on customer acquisition through more targeted ads and leveraging our organic content, we've seen a significant turnaround in performance, and the results are already clear."

Kat Carlin

Ready to see similar results for your brand? Let's optimize your marketing strategy and drive new customer growth today!

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