

New Customer and Product Sales for Established Beauty Brand

Increase brand awareness/drive new customers. Increase online sales. They are known for their cleansing balm one is purchased every 15 seconds but they are actually a skincare brand and want to increase the sales for other products as well.

Audience: Current customers, drive new customers, They want to attract more “young female professionals.”



Social media campaign overview

FACEBOOK

- ▶ We have over delivered on impressions every month
- ▶ Revenue up 15%+ each month vs. previous year
- ▶ CPC low at .65 cents

TIKTOK

- ▶ When we launched, TikTok did not have the option to do a sales campaign our goal was to get their current content in front of more people.
- ▶ They now have the option to run a CPA campaign and we have placed the pixel and it's live. It's new so in another month we can evaluate. We don't have any previous data to compare it to.

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Google YMOM Insights November 2023 compared to November 2022

- ▶ Impressions up +270% (285k vs 77k)
- ▶ Clicks up +69% (4,395 vs 2,597)
- ▶ Conv up +48% (198 vs 133)
- ▶ CPA down +60% (\$22 vs \$55)
- ▶ Revenue up +34% (\$7,965.81 vs \$5,963.25)
- ▶ ROAS up +126% (1.9 vs 0.8)

Google MOM Insights November 2023 compared to October 2023

- ▶ Conv Rate is up +69% Nov over Oct (from 2.7% to 4.5%)
- ▶ Revenue is also up +40.2% (from \$5,682.36 in Oct to \$7,965.81 in Nov)
- ▶ CPA is down -67% for this same period, which is great to see – we spent less for each conversion in Nov (\$22) compared to Oct (\$65)
- ▶ Traffic and clicks are both down somewhat (-14% and -28%) but conversions were up +22% even so – so the campaigns are running more efficiently. Some of this also has to do with the ramp up during the black Friday week as well.
- ▶ ROAS is looking up as well, +243%. Nov ROAS of 1.9, over Oct ROAS of 0.5 and diverse approach across multiple channels.

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