

CASE STUDY

Increase the brand reach with Discovery
Campaigns



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About The Business

Shoebacca is an online retailer of footwear, clothing, and accessories for men, women, and children. Founded in 2002 on the principles of philanthropy and community. A Texas-based company that offers one of the largest assortments of footwear and apparel, a perfect fit for all.

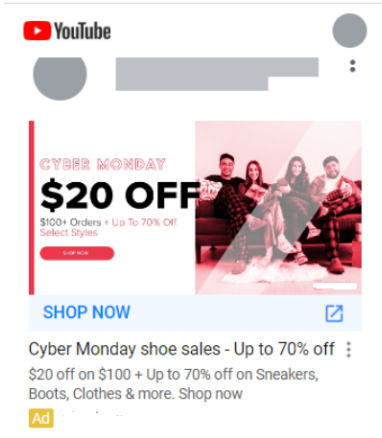
The company is committed to providing its customers with a convenient and hassle-free shopping experience, with free shipping and returns and a 110% price match guarantee.



The Challenge

In the shopping season of black Friday and cyber Monday, our objective was to increase the reach of brand and drive huge amount of relevant traffic to the website by expanding the audience size in top of the funnel with the help of discovery campaigns

Brand Discovery Campaign (Sponsored - Cyber Monday)

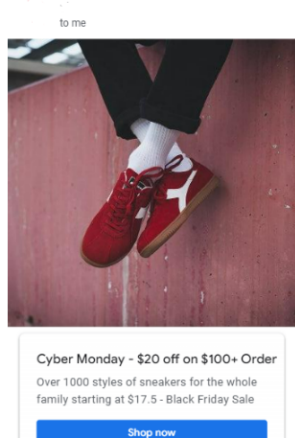


CYBER MONDAY
\$20 OFF
\$100+ Orders + Up To 70% Off
Select Styles

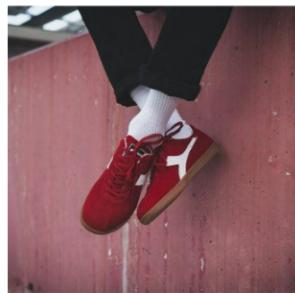
[SHOP NOW](#)

Cyber Monday shoe sales - Up to 70% off ;
\$20 off on \$100 + Up to 70% off on Sneakers, Boots, Clothes & more. Shop now

Ad

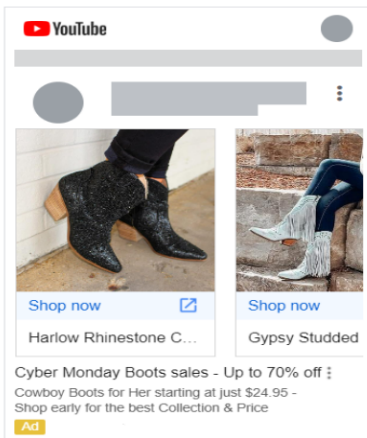


to me



Cyber Monday - \$20 off on \$100+ Order
Over 1000 styles of sneakers for the whole family starting at \$17.5 - Black Friday Sale

[Shop now](#)



CYBER MONDAY
\$20 OFF
\$100+ Orders + Up To 70% Off
Select Styles

[SHOP NOW](#)

Cyber Monday Boots sales - Up to 70% off ;
Cowboy Boots for Her starting at just \$24.95 - Shop early for the best Collection & Price

Ad

Cost: \$4,057

Click: 4,683

CTR: 1.21%

CPC \$0.87

The Approach

In the initial phase, we created the campaigns as Standard Discovery campaign type with google audiences like affinity, custom-intent, in-market.

Highly visual creatives were used to win over new customers with custom parameters to keep a track of the traffic.

We gathered the data of top-50 selling products from the website and created a new Feed Discovery campaign layered with google audiences. It rooted us for new opportunities in terms of traffic generation.

The Conclusion

We observed 17% higher CTR compared to Pmax and outstanding increase in conversions.

Platforms

