

ZVYK

Client Case Study

Launching targeted paid social
and performance shopping for
new pimple patches brand.



5X ROAS

In sites overall conversion rates
across SEO & Paid



\$50 AOV

In websites overall Average Order
Value



23% Add to Cart

Increase in overall add-to-carts
across Paid Social



5% CVR

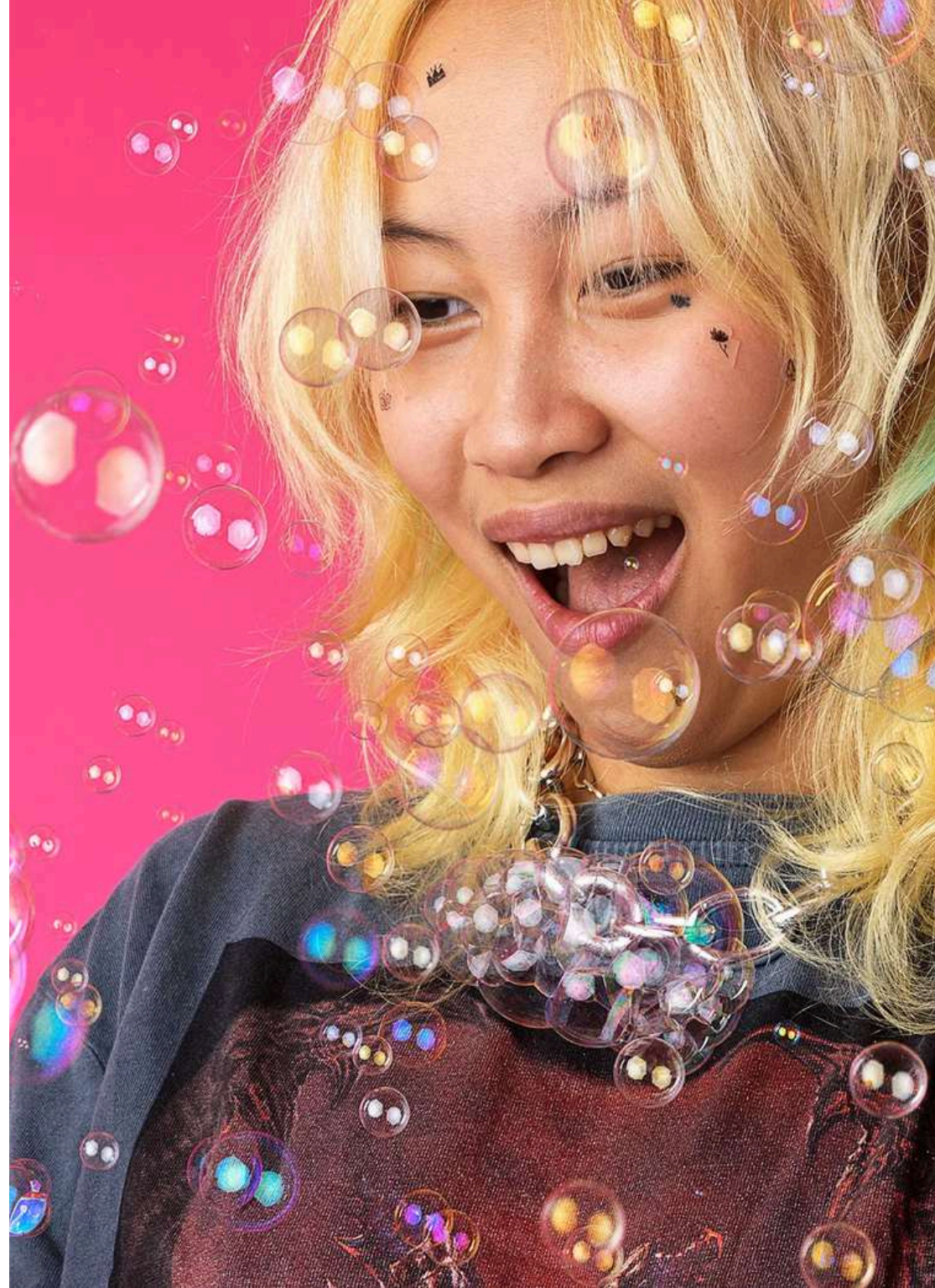
Tripled websites conversion rates
with creative & optimization



Our Approach

Brief Introduction

Every business is unique, so why settle for traditional marketing campaigns that prove no ROI? Brenton Way's core belief is that your uniqueness is followed with tailored solutions by a world class marketing team. Expect agile growth across various verticals and a planned out long-term strategy to position you as a thought leader in your vertical.



Marketing objectives and strategy

Expectations and outcomes

Objectives

ZVYK was looking to break into DTC by running Paid Social & Performance shopping campaigns and supporting their goals in expansion through Amazon and new partners with retailers.

Strategy

Brenton Way embarked on a comprehensive Paid Media, CRO, and Creative campaign focused on driving both awareness and conversions for the ZVYK. As we continued to drive traffic, we worked on constantly optimizing the entire funnel from campaign, creative, landing page PDP to final add-to-cart conversions.



Company

ZVYK

Website

myzvyk.com

Company Focus

Skincare brand that emphasizes celebrating individual uniqueness through beauty habits that promise significant, transformative results over time.



Findings

The website was designed well but the funnel was not optimized for cold conversions. We noticed that PDP pages required optimization including testimonials, UGC, how-to's, and more..



Findings

UGC/Testimonials for Gen Z and Millennials became a key part in influencing the right consumers to the middle & bottom of the funnel.



Our Market Strategies for Success

 hotjar

Optimized the site-wide experience using video analytics

We analyzed user behavior across the website using Hotjar to create a buyers journey and optimized sitewide design & experience.

Creative storytelling with Creators

We developed scripts for all creators to tell different ad sets targeting different buyer decision questions.

Bottom of funnel conversions through Paid Social & Shopping

Drove leads directly from Google & Paid Social intent searches to the booking page and increase MQL (market qualified leads)

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will have you feelin' groovy all day 🌟



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Watch @anneliese_bena create the perfect look and make a fab statement, starring our Confidence Patch 🌟🌟🌟
We are obsessed! 🌟🌟



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UGC DPA Conversion Focused Ads

We created personable stories from real consumers and turned into case studies to tell client experiences working with the center through UGC

Taking a massive leap with over



Confidence Patches
Hydrocolloid Spot Patch 66pcs



Peace Serum
Emergency Spot Serum 15 ml



Confidence Patches (3-Pack)
Hydrocolloid Spot Patch 66pcs x 3



Spot Care Power Duo
Confidence Patch + Peace Serum

Campaign	Cost per Impression (CPI)	Reach	Frequency	CTR (all)	Link clicks	CPC (all)	Purchase ROAS (return on ad spend)
AUS DPA Retargeting Campaign	\$10.16	23,228	4.01	1.70%	1,040	\$0.60	5.88 [2]
USA DPA Retargeting Campaign	\$14.53	16,543	3.25	2.02%	774	\$0.72	5.69 [2]
Results from 2 campaigns ⓘ Excludes deleted items	\$11.76	39,563	3.71	1.82%	1,814	\$0.65	5.78 [2]
	Impressions	Accounts Center acco...	Per Accounts Center a...	Per Impressions	Total	Per Click	Average

5X Avg. ROAS on Meta Ads



Educational Content That Increases Conversions

Our sitewide optimizations + content increased the sites user experience & helped increase add-to-carts by 23% making our cold audiences easier to convert





Interested? contact us



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