

FEW MODA

Client Case Study

Few Moda Doubles Down on
Paid Social with Rapid Paid
Ads Testing

GOALS!



9X ROAS

ROAS achieved on Facebook ads campaigns



32% CPL

Reduced the cost of the avg. CPC from Google Ads.



22%

Site engagement rate



14%

improvement in overall add-to-cart



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

Our primary objective was to optimize the paid ads strategy & campaigns across the paid & performance ad sets through optimization, A/B tests, and creative.

Strategy

We focused on improving their top-of-funnel ad campaigns by creating 6 subset ads and running new creative campaign around the new collections to generate over a 5x return on ads & 2x follower growth on social.



Company

FEW MODA

Website

fewmoda.com

Company Focus

If you knew what it actually costs to make a \$200 dress, you'd be furious. Shop premium products from the same manufacturers behind brands you know, for 50% less.



Findings

Their paid ads campaigns were stale and provided no real insight into their core avid audiences. It required a major brand awareness campaign to enrich the target audience data properly prior to running performance.



Findings

Their creative needed a new flare and required our team to come up with their new creative vision for their ads campaigns. We saw many opportunities to upgrade the branding compared to other competitors.



Our Market Strategies for Success

Developed multiple A/B test performance ad sets

We repositioned their ad sets in A/B tests across all paid social channels to compare editorial vs static photos.

Creative strategy development for ads

We worked to redefine their paid social creative by understanding successful competitor ad campaigns.

Outperformed stale ad Facebook campaigns

By applying IcarusX analytics, we were able to find multiple opportunities of improvements across the paid ads.



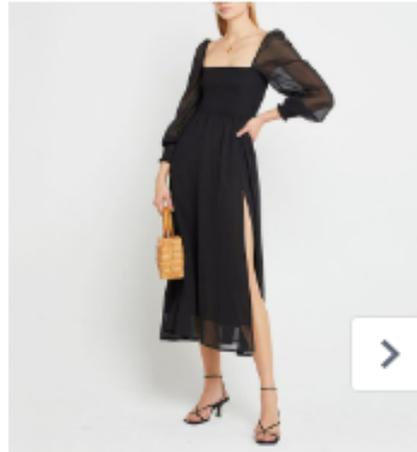
Few Moda Inc.
Sponsored

Premium quality dresses made by the same manufacturers as Reformation, Zimmermann, Max Mara and more, for 50-80% less.



WWW.FEWMODA.CO
Classic
Smocked Max...

Shop Now



WWW.FEWMODA.CO
Classic
Smocked Max...

Shop Now

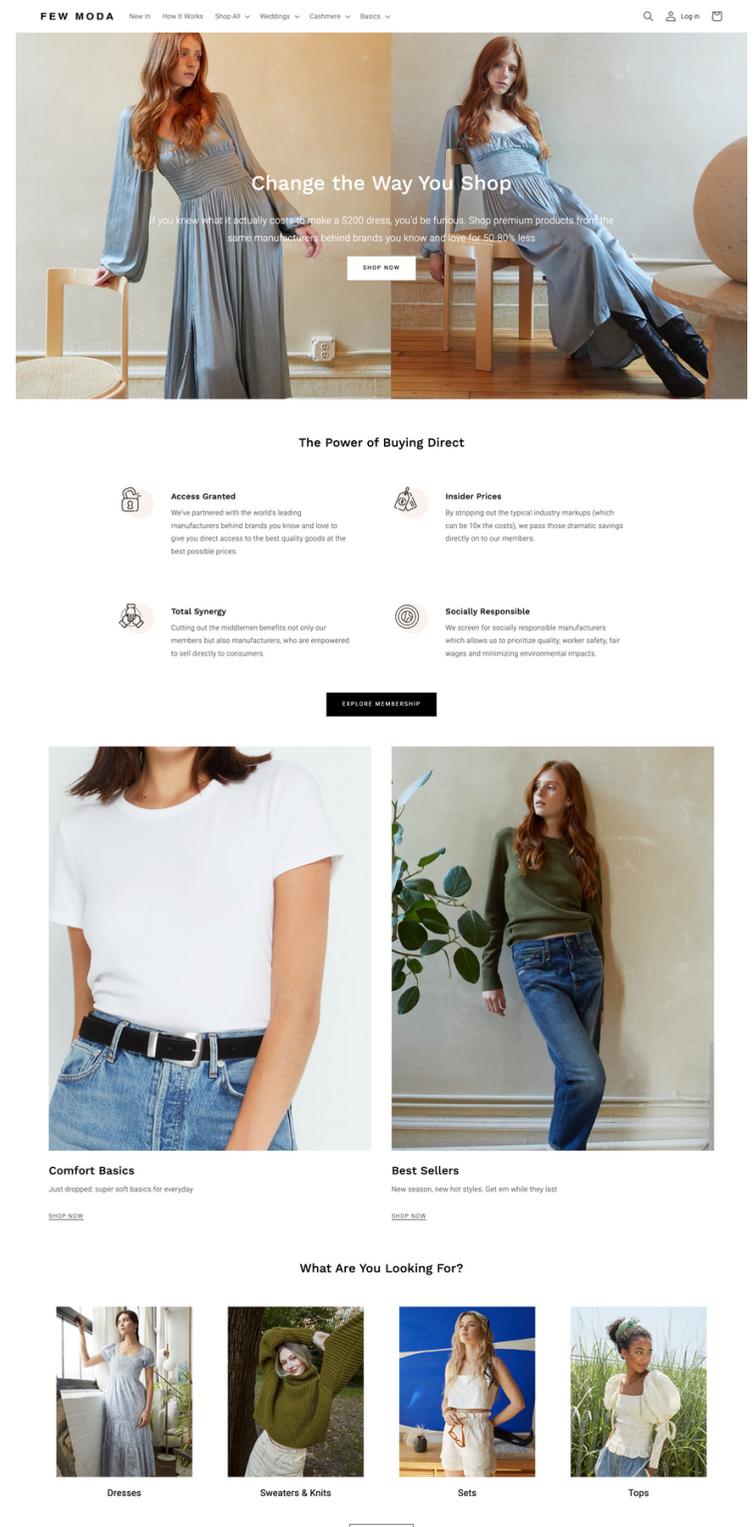


Created Dynamic A/B tested carousel ads

We developed over 50+
A/B test sub-ad
campaigns to optimize
for maximum reach &
ROAS through FB &
Insta

Improved UX journey of the typical buyer

Based on competitor research, we cultivated a simple, yet elegant web design journey that performed 3:1 from previous



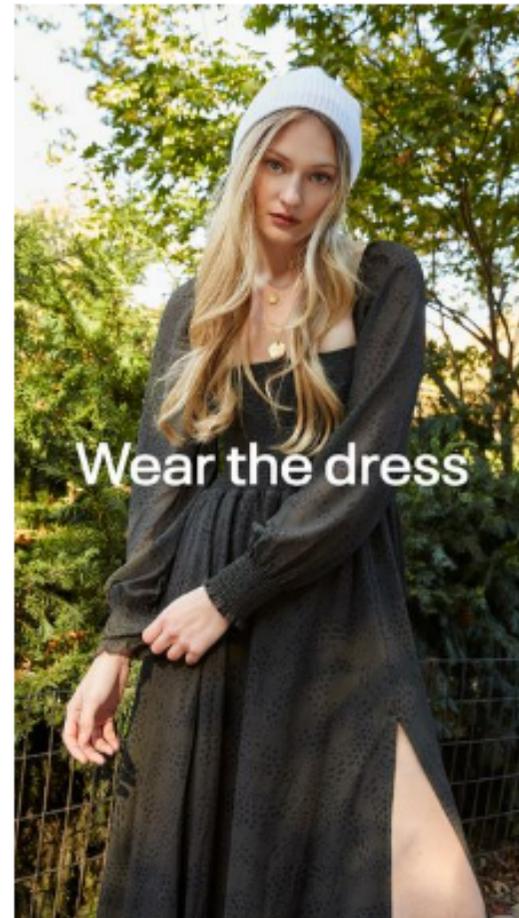
Retargeting from cart abandonment

Cart abandonment campaigns allowed us to achieve a significant increase in ROAS by offering custom promo codes at final checkout.



Few Moda Inc.
Sponsored

If you're only going to put one thing on, really make it count. Shop new dresses, from the same manufacturer as Reformation, Zimmermann and more.



WWW.FEWMODA.COM
Shop for 50-80% less



Shop now

Recap of our performance



9X Facebook ads ROAS

1 to 5 dollar return on Facebook ads spend across 6 months.

22% Increase in Site Engagement

Improved the sitewide shopping engagement rate by 22%

6% avg. Social Engagement Rate

Increased social media engagement by 2x from 3% to 6%

14% Increase in Shopping add to cart

Improved the overall shopping add-to-cart metrics by 14%



Interested? contact us



Website

brentonway.com

Contact

sales@brentonway.com

(424) 208-2521