

Case Study

How to acquire new customers on Facebook in short timeframes.

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Umar Akhtar
Head of Acquisitions
Secret Sales

About Secret Sales

Secret Sales are a pioneering Flash Sale retailer. They offer premium, designer fashion brands at a significant discount for members. The nature of the business demands agility from the marketing team—they must not only be proactive, but react quickly when new products become available.

Challenge

As with any Flash Sale company, business moves fast. The marketing team, therefore, require tools to maximize limited budgets in a short period of time. Most of their campaigns last an average of 4 days, have limited stock and tight budgets.

With an objective of acquiring new customers, Facebook’s native tools, Power Editor and Ads Manager, couldn’t scale with the amount of activity Secret Sales needed. Secret Sales tried other ad management software, but found it was suited for long-term conversion or engagement rather than the scalability and fast results they required.

Solution

The need to quickly test a campaign, find out if it’s working and spend budget appropriately, lead Secret Sales to StitcherAds. Facebook was historically a channel Secret Sales hadn’t been able to extract trackable ROI from, so they were cautious about increasing budgets there. However, because StitcherAds is geared toward CPA and allows for quickly scaling activity, Umar Akhtar, Head of Acquisitions at Secret Sales, felt the confidence to start testing the channel. Umar said, “I loved the ability to be able to increase the scale in short time frames while still keeping tight control of budgets and ROI.”

With StitcherAds, Secret Sales are now able to qualify the traffic (target the right customer), keep up the pace with new products, and optimize creative through rapid testing.

Results

Within a short period of time, Secret Sales was realizing surprising results on Facebook. “Using StitcherAds, we are able to hit our targets within the first couple days of running campaigns,” said Umar. “StitcherAds opened my eyes to driving ROI in a channel that’s not traditionally geared to DR conversion.”

As quickly as new products become available, Secret Sales is able to produce, test and achieve results with Facebook campaigns. Their success comes from the combination of targeted custom audiences with an ad platform that scales with activity.