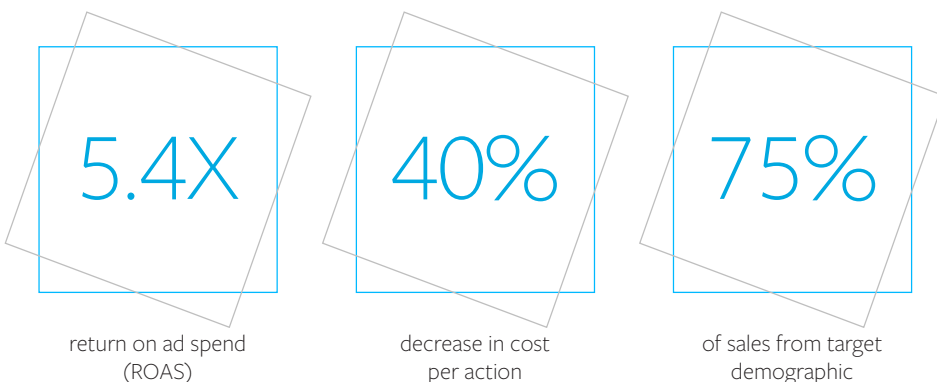
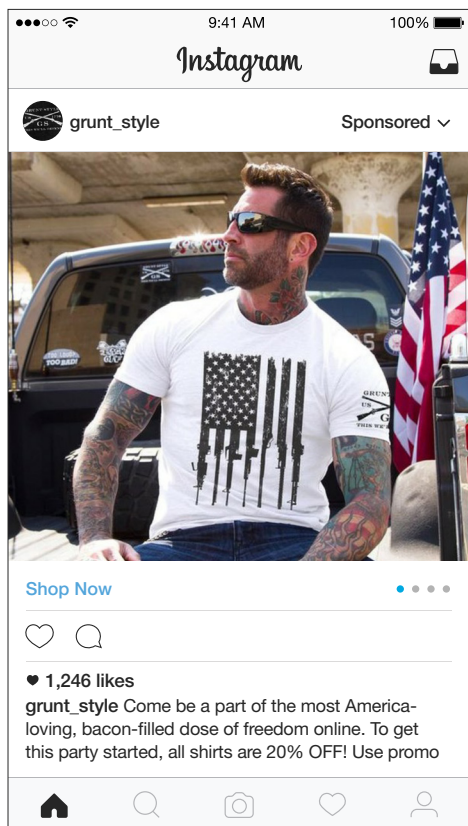




## Boosting Sales with Patriotic Tees

Graphic t-shirt business Grunt Style used dynamic ads to retarget people who visited its website with products they viewed or are otherwise likely interested in, resulting in a majority of its core audience making a purchase.



### STORY

#### Pride and t-shirts

Grunt Style is an American apparel brand that combines its patriotism and military pride to inform its ammo-inspired gear. Catchy slogans, clever designs and its lifetime guarantee on everything make this Illinois-based retailer unlike any other.

### GOAL

#### Gearing up for better sales

Grunt Style already enjoys high website traffic, but it wanted to improve sales and reduce instances of abandoned online shopping carts.

### SOLUTION

#### Aiming for the competition

In the competitive retail space, Grunt Style needed to out-shoot its competitors, so the brand partnered with digital marketing agency MuteSix to create appealing dynamic ads.

The brand created a website Custom Audience based on people who added a product to their online shopping cart but did not complete the purchase. To increase purchase intent among these past website visitors, the company used dynamic ads as part of the carousel. The ads featured products that its audience already expressed an interest in, whether by adding them to the online cart or by viewing the product details. Grunt Style also used the carousel to offer a discount code, further enticing people to complete their initial purchase.

Grunt Style was also able to exclude previous purchasers from its Custom Audience, which helped it eliminate redundant and irritating ads for past and loyal customers.

The ongoing campaign began June 1, and has already achieved better results than originally anticipated, with a 5.4X return on ad spend and a 40% decrease in cost per action.

“Instagram’s focus on visual content has allowed us to showcase Grunt Style’s unique line of clothing and really target our core demographic of military veterans and patriots. Instagram has been a great platform for increasing Grunt Style’s reach, and we plan to expand our use of it to get even better results.”

Dan Alarik  
Chief Executive Officer  
Grunt Style