

CASE STUDY :

RevX helps online fashion brand achieve better results from Facebook remarketing

THE CLIENT :

Yepme is one of India’s biggest fashion brands targeting style conscious men & women. It is headquartered in Gurgaon, India and has international presence in USA, UK and Singapore



Services
Over 1000 Cities

Over 6 Million
Facebook Fans

Delivers - 500,000
orders per month

Platforms:
Mobile & Website

BACKGROUND :

Yepme was observing a major shift in consumer behaviour with a majority of traffic & transactions coming from mobile. They needed a retargeting solution that **targets customers across devices with consistent messaging** at a low cost of sale. RevX’s consistent performance and positive results on Display remarketing prompted Yepme to explore RevX’s Facebook remarketing solution. Also, Yepme wanted to **leverage Facebook with personalized ads** as static ads were not giving the desired results

REVX VALUE :

RevX’s Facebook Remarketing Solution works seamlessly across desktop and mobile To meet the campaign objective, relevant customer segments were identified using Yepme’s CRM database, mobile and desktop website data

Retargeting strategies were designed with the following unique features:

1. Image pre-processing with information overlay to display offers & promotions

- Enables optimal utilization of Facebook newsfeed ad space

2. Optimization algorithm took the difference in mobile & desktop market dynamics into consideration

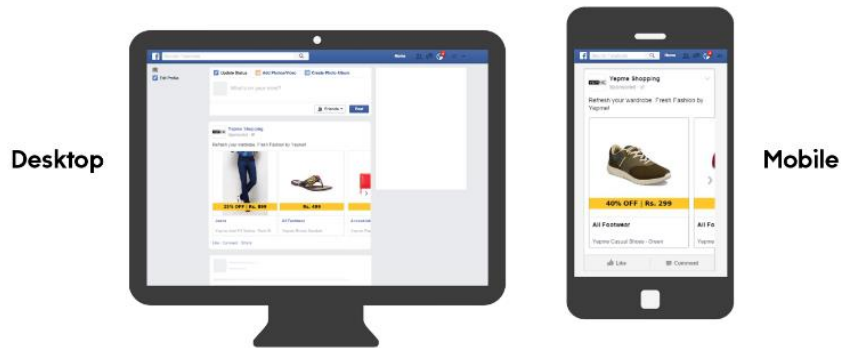
- Leveraged lower cost of Facebook mobile ad inventory to reduce overall cost of sale and enable higher return on ad spend

3. Dynamic & personalized multi-product ads

- Ironed out fluctuations in performance metrics such as CTR and CVR

EXAMPLES :

MULTIPRODUCT DYNAMIC AD ON FACEBOOK NEWSFEED



THE RESULTS :

The campaign performance exceeded desired results. RevX is now Yepme’s most preferred partner for Facebook remarketing

