



CASE STUDY

Briza achieves 7.2% ROAS in paid social ads seasonal campaign

THE CLIENT

Briza is a new Vancouver-based home comfort brand that sells seasonal-based products, including space heaters and personal air coolers.

THE OBJECTIVES

With nearly no social media following, Briza needed to find another way to quickly boost sales.

The objective was to:

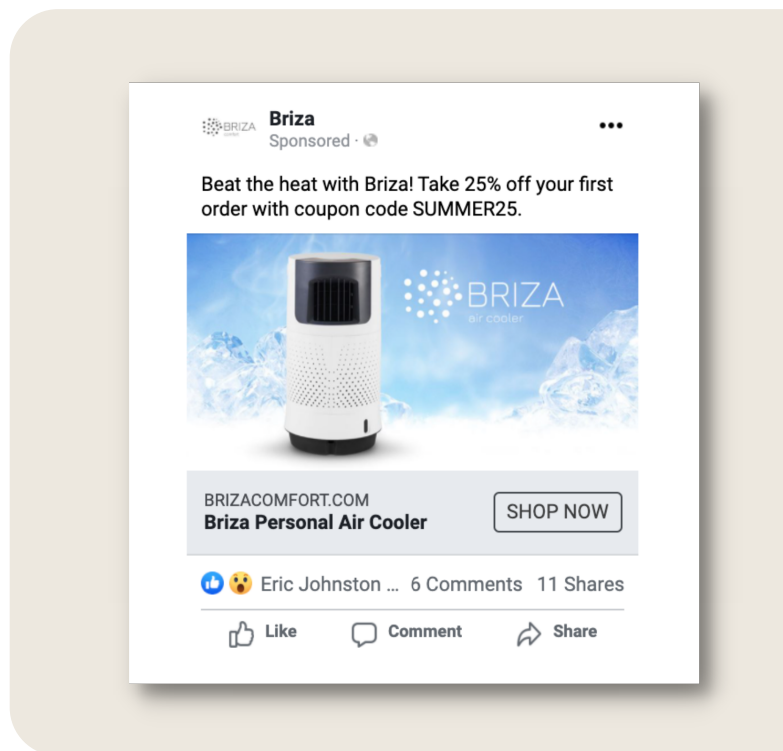
- Quickly increase e-commerce sales
- Geo-target areas experiencing specific weather conditions
- Grow email list subscribers to leverage the following season's sales opportunities

THE SOLUTIONS

Through consistent monitoring of weather patterns and fine-tuning our key audience, we executed two campaigns - one in the winter and one in the summer.

With a limited ad budget, we knew we wanted to show consumers a product they needed before they knew they needed it, which is why we focused on paid social over search ads.

For the winter campaign, we ran a series of Facebook Ads promoting the brand's space heaters, targeting male homeowners in colder states in the US. For the summer campaign, we ran ads promoting air coolers, targeting states that were about to experience heatwaves.



THE RESULTS

WINTER CAMPAIGN:

- 73,800 people reached through our ads
- \$7,200 revenue from \$1,000 in ad spend
 - 7.2 Return on Ad Spend (ROAS)
- 65% increase in email list subscribers

SUMMER CAMPAIGN:

- 351,000 people reached through our ads
- \$20,100 revenue from \$3,800 ad spend
 - 5.3 Return on Ad Spend (ROAS)
- 122% increase in email list growth