



ecommerce

# TOP 10

case studies

**DISRUPTIVE**

DISRUPTIVEADVERTISING.COM

# DISRUPTIVE case study



## THE PROBLEM

Their business has been around since 2016 and they did great on Amazon, however, they had struggled getting sales through their website. They struggled to really get their email program and strategy off the ground. Their strategy was sporadic and reactive. The highest revenue month was \$6,162 in platform before we took control of their account.



## PRODUCTS



PAID  
SEARCH



EMAIL

## CLIENT TESTIMONIAL

“Sammy and Andrew are great. Sammy makes great recommendations, and Andrew prepares emails ahead of time. Their overall communication is also good. The company has generated \$126,000 in sales, a 330% increase from their previous figures.”



# THE SOLUTION: PAID SEARCH

Bunny James Boxes has been around since 2016 and they have had great success selling on Amazon however they struggled getting sales through their website. They came to disruptive hoping to increase website sales through paid search in an effort to diversify from Amazon.

- ✓ Utilized smart shopping
- ✓ Fully optimized shopping feed
- ✓ New titles with high volume keywords
- ✓ Added proper attributes
- ✓ Search campaign restructure
- ✓ Keyword testing
- ✓ Ad copy testing
- ✓ A / B testing landing pages
- ✓ Ensured accurate conversion tracking for all KPIs

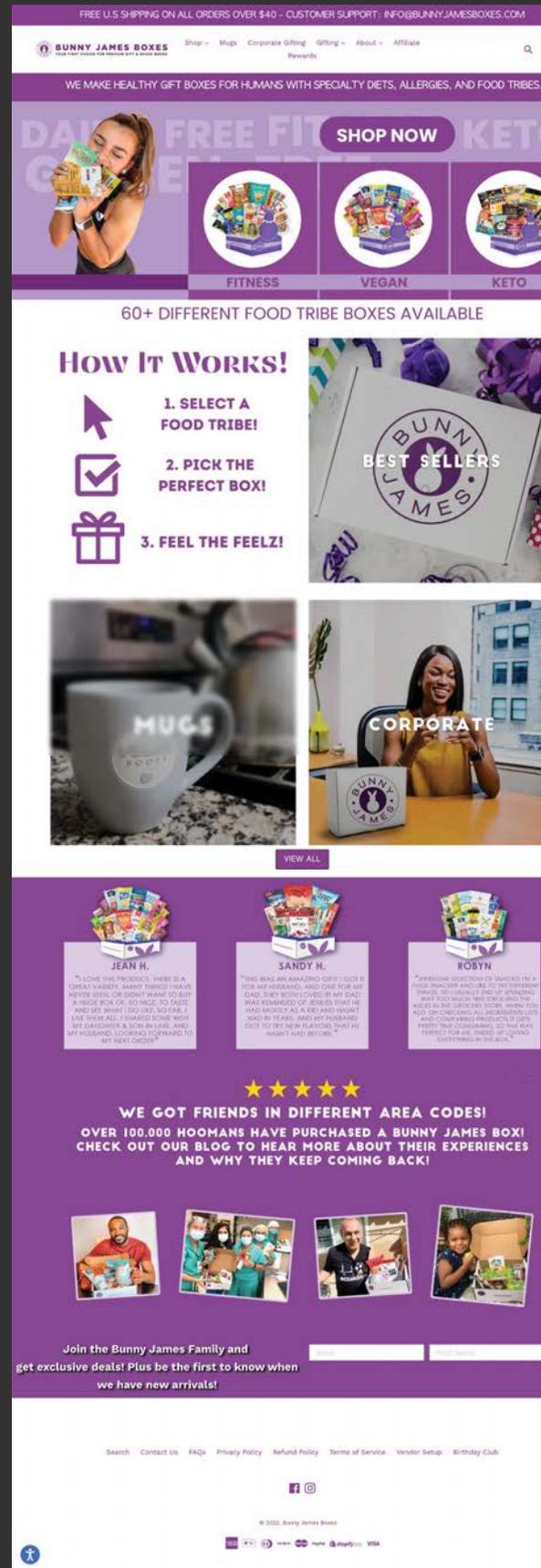
## THE RESULTS

By implementing best practices we were able to grow website revenue in the month of December to **\$126,000** while maintaining their goal of a **2x ROAS** (an increase of 329% YoY). Through the efforts of paid search we generated over **25,000 new users** which we will utilize in our remarketing lists for the remainder of the year.

Return on ad  
spend:

**2x**

**25,000**  
new users





# THE SOLUTION: EMAIL

- ✓ A clear strategy focused on optimizing automations and campaigns
- ✓ Implemented a popup using best practices for timing and messaging
- ✓ Optimized their Welcome Series
- ✓ Content hierarchy to drive clicks
- ✓ Clear CTAs
- ✓ Email campaign sends on key days during the holiday rush and gifting season

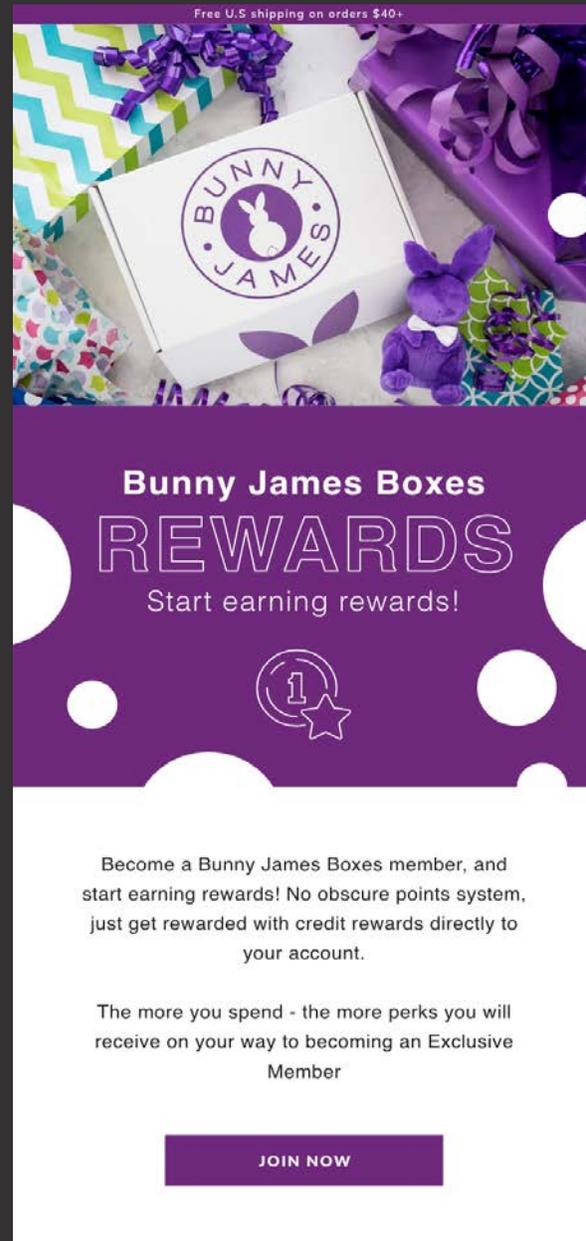
## THE RESULTS

\$27,617 in revenue generated in platform. This represents a 393% increase YoY (compared to December 2020).

1,860 new sign ups—a 530% increase from November.

**393%**  
increase in revenue  
year-over-year

**530%**  
increase in sign ups



The Results



The Results



# DISRUPTIVE case study



CROSSOVER  
SYMMETRY

## THE PROBLEM

Crossover Symmetry was looking for someone who could scale their Facebook advertising and increase their revenue while maintaining profitability. They wanted a partner that could grow their current efforts in the United States so they would then be in a place where they could expand to Europe and Canada.

## THE SOLUTION

We scaled their advertising efforts on Facebook by:

- Introducing Dynamic Retargeting
- Writing ad copy that gave more details on the product
- Researching buyer personas and expanding them to include other applicable athletes
- Creating highly engaging ads and stacking the social proof generated from these ads throughout all campaigns

## THE RESULT

After 3 months, their monthly **revenue from Facebook advertising increased by 158%** (\$38,444 in January, \$60,887 in April). Crossover Symmetry continues to scale their marketing efforts, has become a CRO client as well as expanding Facebook advertising into Europe and Canada.

# +158%

increase in  
monthly revenue

## CLIENT TESTIMONIAL

“Disruptive Advertising has continually pushed the envelope for us. Trying new things each and every week to help us meet our goals, then help us redefine them and go out and meet them again. They haven't let up. Our Facebook advertising continues to evolve with the changing landscape and our onsite optimization keeps getting better. We are very pleased with Disruptive.”

—Bart Pair, COO

# DISRUPTIVE case study



CROSSOVER  
SYMMETRY

## THE PROBLEM

The users aren't seeing the right information in the right order. Consequently, we're not seeing the conversion results we're looking for.

## THE SOLUTION

We ran an existence test to help determine what information was vital and what wasn't. From those tests, we hypothesized on winning formats and reformatted the product pages to move information vital to completing a purchase above the fold.

## THE RESULT

**86.04% increase in revenue.** \$37,787.80 projected increase in revenue per month.

# \$38k

**projected increase  
in monthly revenue**

## CLIENT TESTIMONIAL

“Disruptive Advertising is different than the other firms I have worked with. They have continually pushed the envelope for us. Trying new things each and every week to help us meet our goals, then help us redefine them and go out and meet them again. They haven't let up. Our onsite optimization keeps getting better.”

—Bart Pair, COO

# DISRUPTIVE case study



# nani

S W I M W E A R

## THE MARKET

Nani is an active swimwear company started in 2016 that set out to provide women of all shapes and sizes with swimsuit options for an active outdoor lifestyle. The fashion industry is ever evolving, which requires a fast-paced approach to day-to-day business activities, but no one could have anticipated the unique challenges the pandemic would present to the industry as a whole when it came to world-wide supply chains, sourcing and labor.

In addition, as the world reopened and a new way of life emerged, travel habits and outdoor/lifestyle activities had also evolved and changed. It will take time to determine the full impact of the pandemic, but it is clear even today in 2021 that the effects will be felt well into the future.

Positioned in the marketplace as the active swimwear company that rejected the predictable swimwear extremes ranging from “frumpy grandma” to “itsy bitsy string bikini”, Nani created a swimwear line that celebrated every woman, embracing each woman’s unique curves and beauty.

+510%

**more revenue  
year-over-year**



# THE CHALLENGE

As a newer company, Nani's goal remained to capture market share and grow revenue and brand awareness. With the effects of the pandemic on the market, Nani was faced not only with the inevitable challenges that come with growth, but the additional challenges the pandemic brought to supply chain, sourcing, labor, shipping, etc as well as shifting uncertainty in the day to day of consumers. In addition, introduction of iOS14 and other changes in the digital landscape necessitated evolving the way they marketed their products.

# THE SOLUTION

Nani brought the Disruptive team on to address changes in the digital landscape, as well as the challenges brought on by the pandemic. Our team was able to strategize with them and come up with winning strategies that resulted in significant growth and positively impacted their business.

The first was to expand Nani's marketing services to connect with potential consumers within their target audience, and to define the customer journey.

Secondly, the Disruptive team tested advertising creative and doubled-down on winning content, elevating user-generated content and growing their digital presence and social audience.

# THE RESULTS

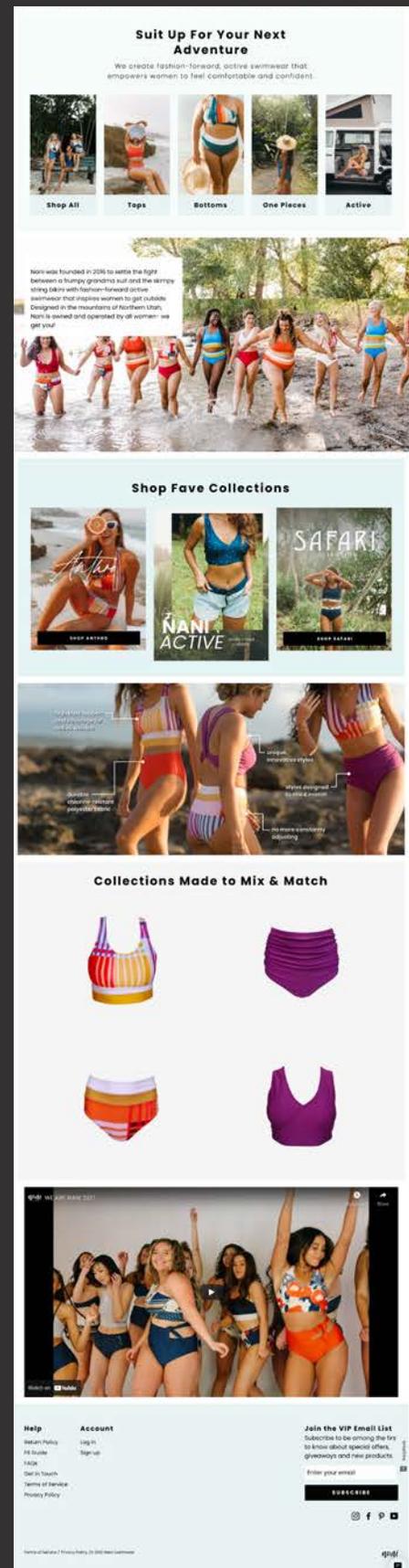
YTD Nani has driven **510% more revenue** year-over-year.

Testing user-generated content on YouTube:

**75.97%** decrease in Cost Per Adds to Cart

**+942.56%** lift in Adds to Cart

**+150.55%** increase in TOF YouTube Spend



# YOY TRAFFIC CHANGES

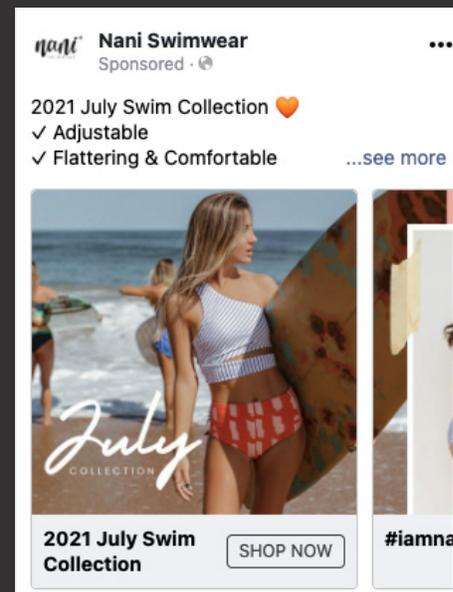
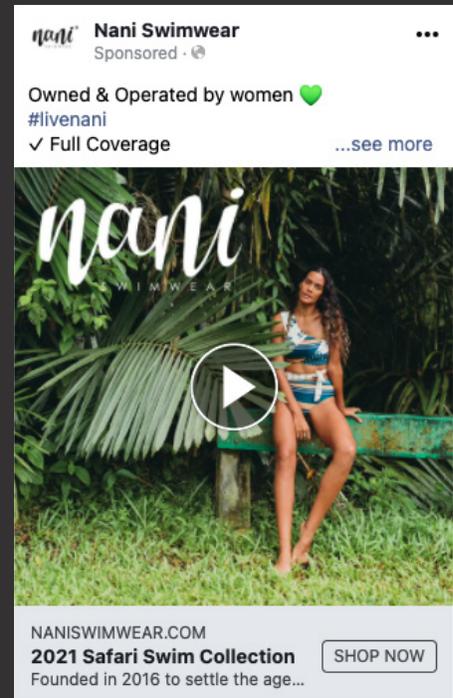
Users increased by **285%** Sessions increased by **262%**

Average session duration increased by: **8.58%** Conversion rate increased by: **327%**



# PLATFORM SHIFT TO FULL-FUNNEL

Addressing Nani's entire purchase funnel was key to scaling traffic and results. 2021 had a much larger emphasis on top-of-funnel traffic, particularly on YouTube and Display. All marketing platforms were set up to generate traffic in all stages of the funnel, and progress the customer through the funnel.



UGC content delivered **16% of total platform revenue** when launched / tested in March, but only comprised **5.5% of active content**.

# DISRUPTIVE case study



## THEIR STORY

In November 2011, Three Bird Nest started out as a one-woman Etsy shop where Alicia Shaffer shared her handmade, bohemian-inspired headbands and accessories. Now the online store delivers flowing, ruffly and flared “Boho” apparel, jewelry and accessories to customers worldwide.

Three Bird Nest wanted to learn what type of ad creative would be the most effective for attracting customers and encouraging higher-value purchases on its website.

## THE SOLUTION

Because of different types of ad creative may perform differently for different companies, Three Bird Nest wanted to develop a campaign strategy that was based on what was most specifically effective for its customers. To discover the best ratio for photo ads, the online retailer worked with the agency Disruptive Advertising to develop compelling photo ads in different proportions—1:1 square and 16:9 horizontal.

## METHODS



### PHOTO ADS

Inspire your audience with photo ads.



### MEASUREMENTS

Make better marketing decisions based on insights

## TESTIMONIAL

“We have continually seen the success that Facebook drives from a conversion standpoint for Three Bird Nest. The lift study drove additional insights on the impact that conversion-focused ads are having in each step of the funnel.”

—Rachel Ricks, Social Technical Lead, Disruptive Advertising

# SETTING UP THE CAMPAIGN

The team consolidated the number of ad sets (reducing to 2 ad sets per campaign) and showed bold photo ads in both shapes to the same broad Custom Audience made up of women aged 35 and older who were interested in dresses and bohemian style or similar fashion brands. The team also used auto-advanced matching, which uses information input by customers on the business website to better attribute sales to ads (personal information is "hashed" or anonymized, so no personally identifiable information is collected or matched).

# BRAND+CONVERSION LIFT STUDY

To discover the best-performing creative, the team ran a 2-cell combined lift study to see if a 1:1 ad creative ratio or a 16:9 ratio would be better for lifting brand and conversion results. Combined lift studies work by showing ads to a group of people, then surveying them about the ads and measuring their purchases. The study then compares their answers and purchases to those of a control group of similar people who did not see the ads.

### Questions for the survey included:

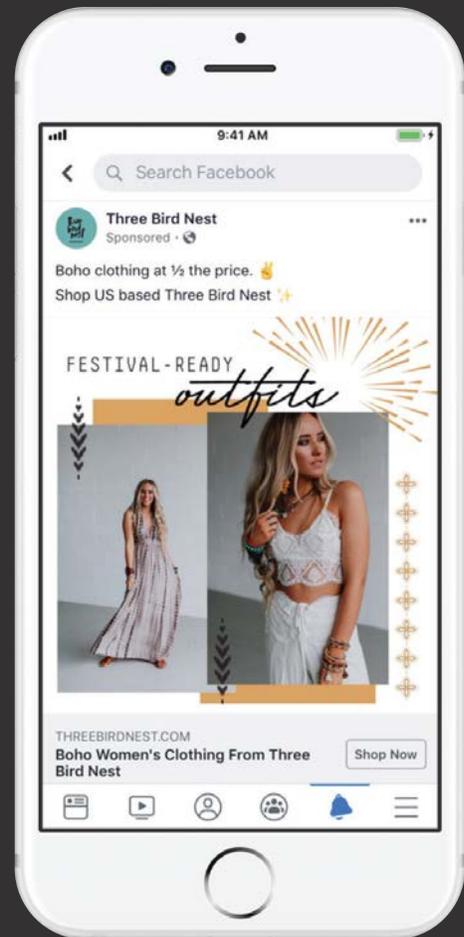
"How likely are you to consider Three Bird Nest the next time you want to shop for Boho Clothing?"

How familiar are you with Three Bird Nest?"

While the horizontal ads did bring positive results, the study found square image ads worked best for Three Bird Nest in this instance. The study also proved that even while the advertiser was optimizing the ad campaign for purchases, the photo ads also lifted brand awareness at the same time.

**6.9-point** lift in purchase intent for square ad creative

**7.5-point** lift in brand awareness for square ad creative



Return on ad spend for square ad creative increased to

**2.1x**

**52%**

increase in purchases for square ad creative

# THEIR SUCCESS

Three Bird Nest's test of different ratios for photo ads ran from April 24-May 22, 2019.

The experiment proved the value of testing to find out what works best for an individual business, and the conversion and brand lift studies revealed the following results:

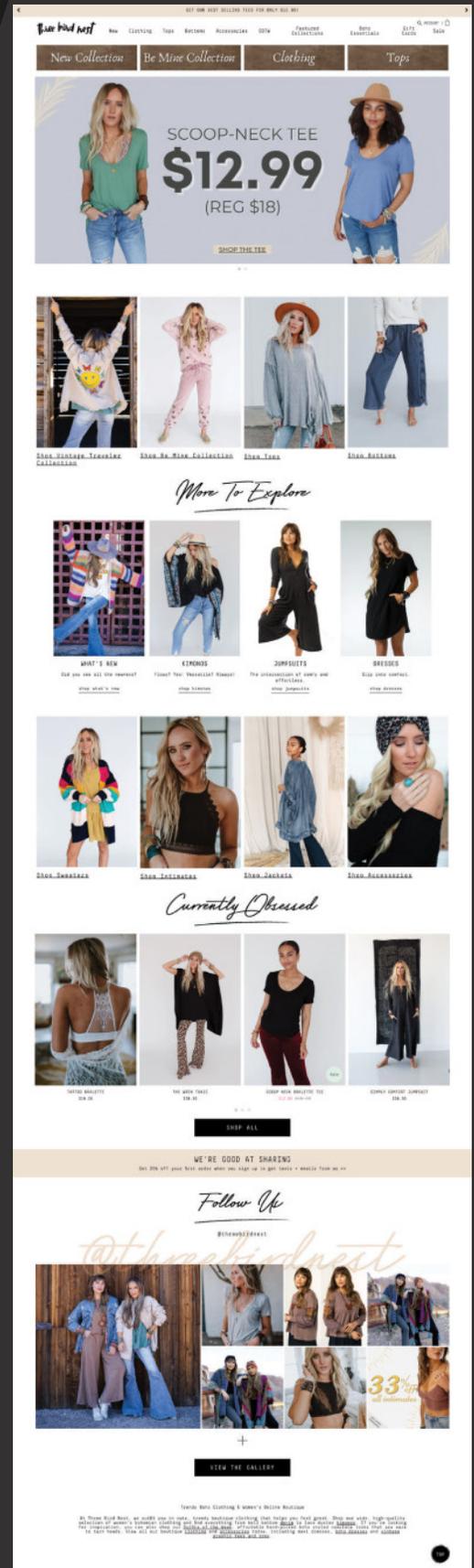
**6.9-point lift** in purchase intent for square ad creative.

**7.5-point lift** in brand awareness for square ad creative.

**2.1x return on ad spend** for square ad creative.

**52% increase in purchases** for square ad creative.

**1.2x return on ad spend** for horizontal creative.



# DISRUPTIVE case study



## THE CLIENT

Standartpark is a trade and engineering company working in the field of collection, purification, drainage, engineering and landscaping. They are represented in 11 countries and have 40 sales offices.

Standartpark has been providing their customers with quality products and exemplary service for over 20 years. They manufacture their own products. Their range of products is the optimum combination of reliability and accuracy.

## THE PROBLEM

The client was managing the Amazon platform and marketing campaigns himself and was having trouble scaling his revenue.

## THE SOLUTION

Our strategy was in three parts:

1. Build out client's Amazon storefront
2. Optimized product listing to rank better for keywords and increase conversion rates
3. More efficient PPC campaigns

+97%

increase in  
year-over-year  
revenue

+30%

increase in  
return on  
investment

# THE TACTICS

For organic we added more comprehensive bullet points, better search term / keyword targeting, and included higher ranking keywords in titles.

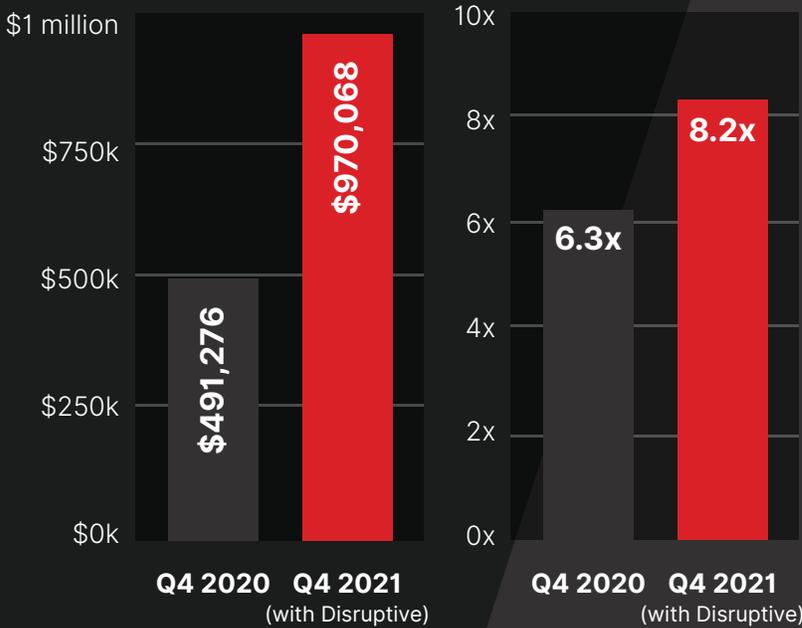
In paid channels we added negative keywords to their existing broad campaigns as well as added bid restrictions on broad campaigns. We also built brand defense, competitor targeting, and manual keyword campaigns.

# THE RESULTS

After we started managing the client's account we saw a **97% increase in Q4 revenue YoY**. This led to an additional **\$478,792 in Q4 sales WITH a 30% increase in ROI**.

## REVENUE

## ROI RESULTS



# DISRUPTIVE case study



# enso

RINGS

## THE CHALLENGE

With big investments in manufacturing efficiencies, Enso Rings needed to quickly increase conversion volume and revenue without sacrificing profitability.

In July 2017, they made an aggressive goal to reach \$500k in monthly revenue and were willing to spend up to \$250k to get there. It was definitely a big stretch from where they were at the time.

We were already maximizing impression share on bottom funnel top performers across Google and Bing Search & Shopping, as well as Yahoo Gemini.

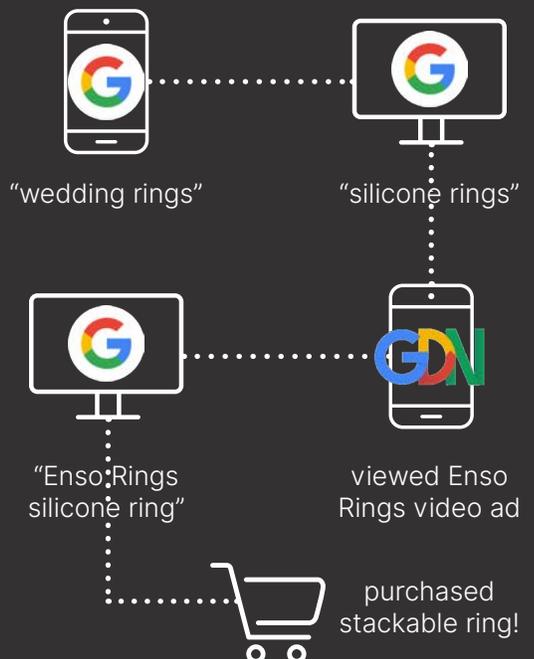
That's when we knew we had to start growing the top of the funnel to increase brand awareness and generate demand for the product. The market share was limited based on people being unaware that silicone rings were an option.

## THE APPROACH

Our primary approach to tackle this challenge was to expand the strategy and reach full-funnel across networks. Our primary goal was to target buyers at each stage of the customer journey with personalized ads and a tailored user experience.

### Our persona-specific approach included 4 core elements:

1. Audiences
2. Ad Creative
3. Attribution
4. Automated Bidding



# FULL-FUNNEL

We built audience specific campaigns for display & remarketing and new search campaigns focused on our ideal target demographics. On shopping, we implemented product-specific bidding and search query targeting.

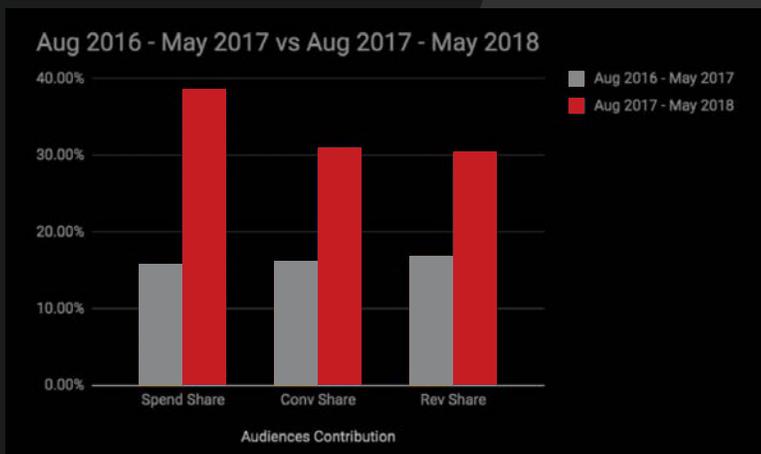
# AUDIENCES

We expanded our audience strategy across networks to target more specifically to our core demographics. We focused on 16 different buyer personas:

- Working professionals
- Public safety
- Medical
- Construction
- Mechanics
- Fast fashion
- Wives of active military
- Active lifestyle
- Weight lifters
- Moms
- Bridesmaids
- Pregnant women
- Sports fans
- Rock climbers
- Surfers
- Athletes

We deployed audience targeting with various combinations including in-market, interests, topics, keywords, placements, custom intent, affinity, custom affinity, and life events.

We quickly identified which personas and audiences stood out and maximized our efforts for these areas. Over the past 11 months, we've seen significant shifts in marketing investment and revenue share from our audience targeting.



## BUYER PERSONA



### AWARENESS

Display & YouTube

### CONSIDERATION

Search

### PURCHASE

Shopping

# CLIENT TESTIMONIAL

“Over the last year working with Disruptive, we've been very impressed with their work ethic and commitment to helping Enso be successful. We've seen tremendous growth! We've doubled the number of employees in the Enso fam, moved to a larger headquarters, and significantly expanded our in-house manufacturing. The innovative strategies implemented in our paid-search efforts have been a major driving force in our growth and success. It's doubled our SEM revenue in less than a year.”

—Brighton Jones, Co-founder

# AD CREATIVE

We used ad creative that was personalized and tailored to the audience being targeted.

We created display ads that not only related to each audience, but also represented the Enso Rings brand in a compelling way. This was the foundation we needed to start scaling spend in the top performing audiences.



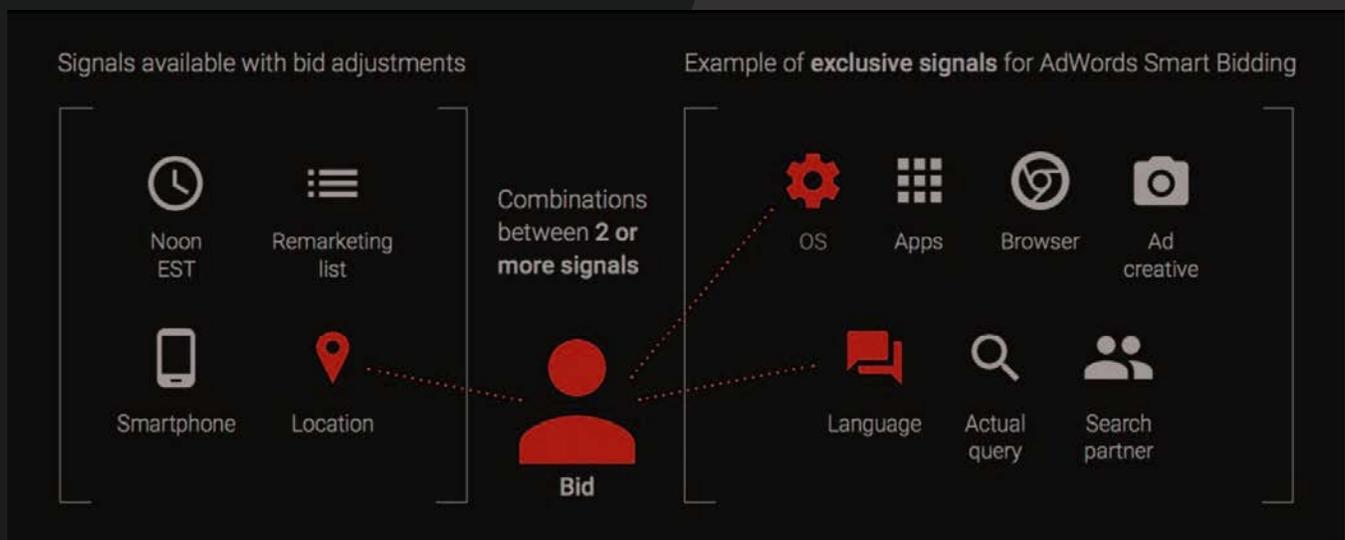
# ATTRIBUTION

Around the same time we launched this new display-heavy strategy, we changed the attribution model from last-click to data-driven. This helped us to better understand the bottom of our funnel and truly understand each touch point before purchase.

In addition to this data, we relied heavily on assisted conversion metrics in Google Analytics to determine the true value of our display acquisition campaigns.

# AUTOMATED BIDDING STRATEGIES

We deployed testing of automated bidding strategies to maximize its performance and contribution to overall profit. This includes: Target CPA, Target ROAS, Maximize Conversions, and Enhanced CPC (ECPC).



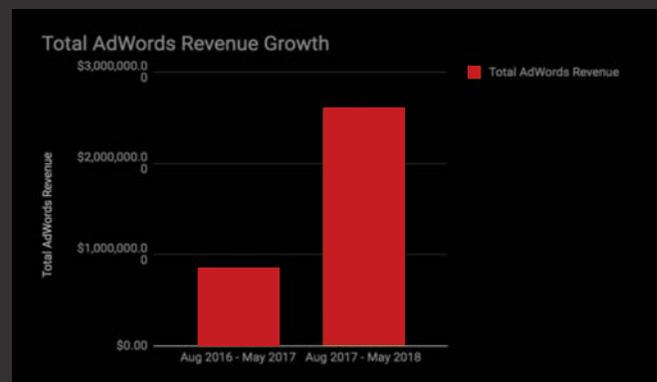
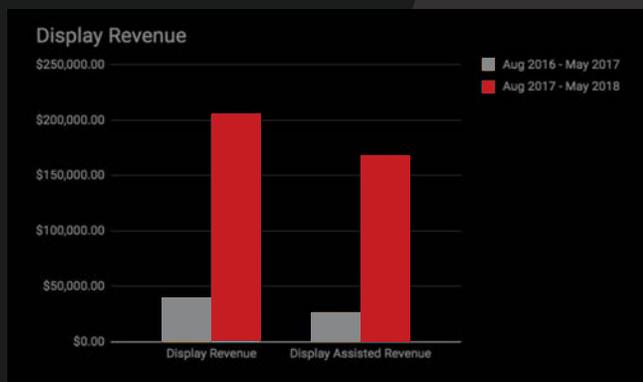
# THE RESULTS

Display-specific performance growth:

- Display revenue increased 422% to \$205,049.12 vs. \$39,216.72
- Display Assisted Conversion Value increased 528% to \$168k from \$26.7k

How this aided overall performance improvements:

- Total AdWords Revenue increased 207% to \$2,608,319.39 vs. \$847,653.27 while maintaining a profitable ROI.



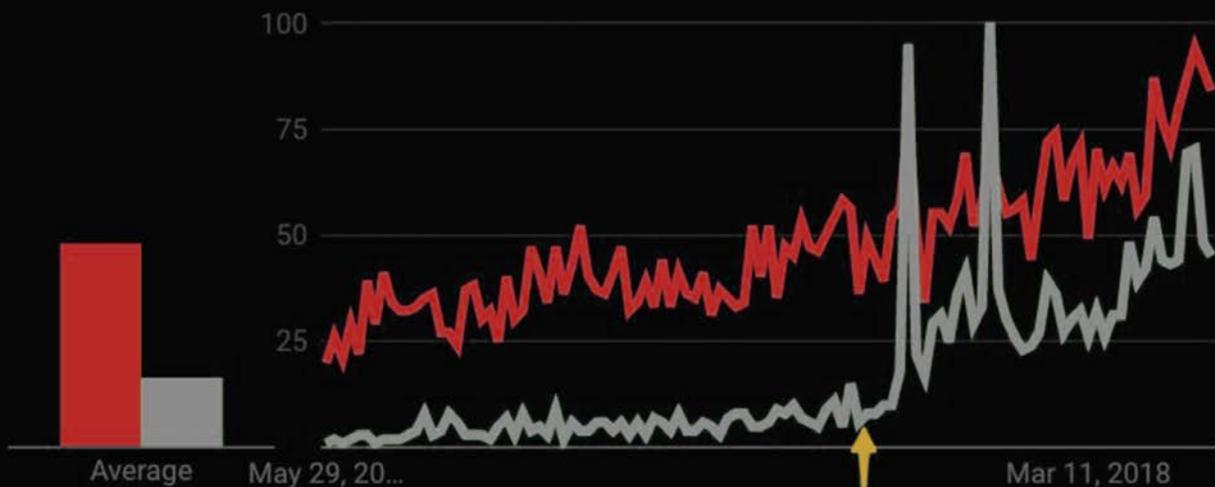


## ADDITIONAL INSIGHTS

May 2018 yielded \$426k in monthly revenue from AdWords, which is shy of the \$500k goal; however, monumental growth that otherwise couldn't have been achieved.

We've also been tracking "Enso Rings" growth in Google Trends in relation to "silicone rings." Since implementing this strategy, we've seen Enso Rings become better positioned as the leader in the silicone ring market.

● silicone rings ● enso rings



Interest over time

United States. 5/27/16 - 6/27/18.

Google Trends

# DISRUPTIVE case study



**BLACK CLOVER**  
*Live Lucky*

## THE PROBLEM

Screen real estate is very important on a mobile site. On the product pages, there were a lot of potentially distracting elements that were using up the lucrative space.

## THE SOLUTION

By removing some of the distracting elements (i.e. the social share logos), the focus is kept on the client website and their products rather than social platforms.

## THE RESULTS

We saw a 12.4% increase in Conversion Rates which resulted in a monthly impact of \$16,153 and a yearly impact of \$193,834.

**+12.4%**  
**lift in conversion  
rates**

## CLIENT TESTIMONIAL

“Great company. We have loved working with them. They’re very up front about results and have always done what they said they would. We’ve had a lot of success with them. I highly recommend Disruptive for anyone looking for assistance with paid ads!”

—Melisa Ghersi, Digital Marketing Director

# DISRUPTIVE case study



**BLACK CLOVER**  
*Live Lucky*

## THE PROBLEM

Black Clover needed to achieve a 3x return or above through Facebook ads, and wanted to strategically increase budget on areas that are performing at that rate or higher to maximize revenue.

## THE SOLUTION

We set up two different Facebook campaign strategies based off the marketing funnel to maximize potential for growth and sales. The campaigns are set up to capture discovery audiences at the top of the funnel, middle of the funnel remarketing to existing audiences, and a unique video engagement campaign funnel to capture audiences that are reluctant to click outside of Facebook.

## THE RESULTS

After 2 months of running the campaigns and ads we achieved a 3.22x return on overall account performance and have increased the client's revenue by \$160,338.

**\$160k**  
**revenue increase**

## CLIENT TESTIMONIAL

“Great company. We have loved working with them. They're very up front about results and have always done what they said they would. We've had a lot of success with them. I highly recommend Disruptive for anyone looking for assistance with paid ads!”

—Melisa Ghersi, Digital Marketing Director

# DISRUPTIVE case study



**BLACK CLOVER**  
*Live Lucky*

## THE PROBLEM

Screen real estate is very important on a mobile site as well as a clear visible call to action. The “Add to Cart” button was below the fold and out of the way, which puts more steps between the user and purchasing.

## THE SOLUTION

By providing users with an easier call to action in the form of an “Add to Cart” sticky button, we were able to reduce the work it took for customers to go from getting to a product page to actually completing their purchase.

## THE RESULTS

We saw a 23.9% lift in conversion rates, 21.3% lift in revenue per visitor, and a potential monthly impact of \$24,484.

**+24%**  
**lift in conversion  
rates**

## CLIENT TESTIMONIAL

“Great company. We have loved working with them. They’re very up front about results and have always done what they said they would. We’ve had a lot of success with them. I highly recommend Disruptive for anyone looking for assistance with paid ads!”

—Melisa Ghersi, Digital Marketing Director

# DISRUPTIVE case study



WANDRD

## THE PROBLEM

The banner section of the shop page highlighted one product, while other products featured below the fold weren't getting as much attention or sales. We believed this was affecting overall purchases.

## THE SOLUTION

After exploring several options, we chose to replace the one product featured in the banner section with value props.

## THE RESULT

We experienced immediate success with a 13.2% lift in cart visits and a 27% lift in purchases.

+27%

increase in  
purchases

## CLIENT TESTIMONIAL

“I don't know that I've ever had an external partner communicate so clearly with us before. And of course, this wouldn't be a 5-star review if the results weren't there! I can tell that the entire team cares about our brand and is invested in our success. And that means everything to us. Definitely recommend giving Disruptive a try!”

—Ryan Cope, Co-founder

# DISRUPTIVE case study



WANDRD

## THE PROBLEM

The client was seeing stagnant growth, ads were not resonating with their brand, and it was unclear if they were showing to the right audience.

## THE SOLUTION

We entered a head-to-head competition against their current agency to prove our tactics. We introduced a Facebook strategy that resonated better with their target market, and used an ads strategy that encourages conversions and not just clicks.

- Ads on brand that resonated with their target audience
- Expanded audiences to match their ideal customers
- Reduced fatigue by splitting retargeting efforts

## THE RESULT

Increased ROI from 2.6x to 6.2x. After producing these results, they came to us with a new problem: They needed to remake their 2018 revenue goals since between Facebook, AdWords, and CRO, we had blown their Q1 goals out of the water.

+295%

increase in  
monthly revenue

## CLIENT TESTIMONIAL

“They quickly scaled what we were doing previously to increase our revenue and help us reach a bigger audience size, increased our ad spend return, and have done everything more cost-effectively than the agency we used before.”

—Ryan Cope, Co-founder

# DISRUPTIVE case study



## THE OBJECTIVE

Determine the best way to display the style selection for instrument selections on the product page.

## THE HYPOTHESIS

We set out to agnostically approach the main merchandise tiles, and by doing so, appeal to the large audience that use general product categories.

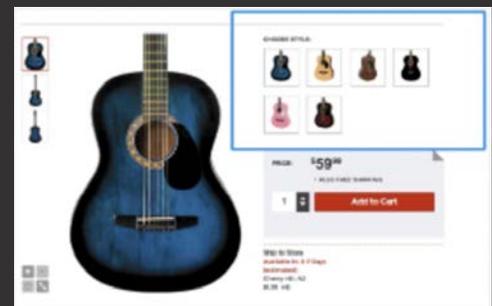
## THE RESULTS

The visual selection (hypothesis) variation generated a \$3 increase in revenue per visitor, and an increase of \$100,000 during the test period.

**\$100k**  
in additional  
revenue!



Original



Variant

# DISRUPTIVE case study



DIESELOGIC  .com

## THE BACKGROUND

Dieselogic was only using email to send various campaigns / newsletters about once a month while not leveraging automated emails to nurture their audience and drive ROI.

## THE SOLUTION

- We migrated them to a new platform to build out the strongest automations
- The first series we implemented for them was a **3-part welcome series**

## THE RESULTS

- Average Open Rate: **43.5%** (vs 15% industry avg.)
- Average Click Rate: **28.8%** (vs 5% industry avg.)
- Month #1 Revenue: **\$53,432**

that's a **22x ROI** so far

## PRODUCTS



EMAIL

