

Freida Rothman crushes it on Black Friday

Freida Rothman is a Brooklyn-based jewelry and accessories designer. Her handcrafted and intricately detailed pieces are made for effortless elegance.

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Industry

Ecommerce Fashion

Objective

Drive Revenue and Conversions

Solutions

GetEmails Identity Resolution

"We saw 10x ROI from GetEmails on Black Friday. We ran two other lead generation campaigns on social media – GetEmails records were on average 85% less expensive, and we did not get a single conversion from any other source."

Performance Results

85%	+12%	10x
CPC Savings	Click Rate	ROI

Bring on the Challenge

Freida Rothman was interested in increasing Black Friday sales. Email Marketing is their largest channel, so they ran three lead generation campaigns to grow their email list in the weeks before Black Friday, to monetize on the retail-centric shopping holiday.

Enter GetEmails

The Freida Rothman team installed the GetEmails script on their site in under a minute, and used our one-click integration to connect with their Mailchimp account.

They sent contacts directly to their existing three-part welcome series, making no modifications.

The Results

Freida Rothman achieved 10x ROI from GetEmails on Black Friday.

The average price per lead from Facebook and Instagram was 3x higher than GetEmails leads.

Not a single lead from Facebook or Instagram converted. 100% of Black Friday sales from their lead generation campaigns were attributed to GetEmails contact records compared to Facebook and Instagram.