



Success Story

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2.6x

return on ad spend

58%

decrease in cost per purchase

36%

decrease in cost per add-to-cart

THEIR STORY

From the heart of the Mediterranean

Gagliardi is a luxurious men's fashion brand that was founded in Malta in 1964. It has been run as a family business for three generations and currently boasts 20 stores dispersed amongst Ireland, Serbia, Russia, Sweden, Poland, and the UK. This tailoring specialist brand combines modern fashion characteristics and a distinctive Mediterranean flair with an old-fashioned approach that embodies the timeless appeal of Savile Row.



THEIR GOAL

Generating income from Facebook ads

Gagliardi was already successful in offline sales but the company was interested in expanding globally and shipping their products worldwide.

THEIR SOLUTION

Tailoring content with AI Tags and Filters

Gagliardi was Madgicx's first customer and started running campaigns with us in November of 2018. They still use our platform to this day!

The first thing Gagliardi did was launch a full-funnel targeting strategy which included Acquisition, Retargeting, and Retention campaigns. Utilizing Madgicx's Audiences, the company managed to grow their online customer base worldwide. Aside from this, Madgicx's AI Tags and Smart Filters provided Gagliardi with the necessary insights to tailor content to audiences from different countries in order to help them break into new markets.

The next step was using Bid Testing to experiment with the best audiences and find the most successful bids. Afterward, Gagliardi kept running the winning bids, which enabled the company to scale their account.

With Madgicx, Gagliardi managed to build the best setup for their ads by targeting the most profitable audiences and tailoring content at scale. This led to an increase in ROAS and a decrease in cost per purchase.



THEIR SUCCESS

A fashionable extravaganza

Gagliardi launched a full-funnel targeting strategy with Madgicx and the results were fantastic:

- 2.6x return on ad spend
- 58% decrease in cost per purchase
- 36% decrease in cost per add-to-cart



Products used



AI Audiences

27 audiences created according to an eRFM model for better targeting

[Learn more](#)



Bid Optimization

The optimal setup for testing scalable audiences to find the best bids

[Learn more](#)



Strategic Dashboard

The executive's cockpit provides a holistic account performance overview

[Learn more](#)



Creative Insights

Creative intelligence for tailoring content to audiences at scale

[Learn more](#)



Smart Filters

A data powerhouse providing comprehensive segmentation for intelligent decision-making

[Learn more](#)



"What I love about Madgicx is how easy it is to create powerful AI Audiences. It has a great UI and user experience and it is really easy to use. It is really fast. You can create high-performing converting ad sets and campaigns in just a few clicks. Madgicx helped me to stabilize and scale my account."

Andrew Bonnici

E-commerce Senior Executive at Gagliardi