

OPTIMIZING SAMUEL HUBBARD'S MARKETING STRATEGY TO CONVERT BROWSERS INTO BUYERS

Samuel Hubbard specializes in men's and women's footwear and accessories. They've been working with Mogo since January 2017, with the initial goal to boost sales and lift brand awareness via online advertising. In 2018 they set out to better understand the customer journey in both the digital and offline landscapes, and make optimal use of digital media spend across channels to achieve their overall CPA goals. While working with Mogo, Samuel Hubbard has made several strategic shifts to help prospects complete their journey to purchase.

STRATEGIC APPROACH

Mogo implemented a full-funnel, multi-channel digital media solution with considerations for offline media efforts, company sales goals, and seasonality to reach customers at every online touchpoint.



Standard &
Native Display



Dynamic
Remarketing



Facebook &
Instagram



Search
(Branded/
Non-branded)



Display &
Social Video



CAMPAIGN MANAGEMENT & OPTIMIZATIONS

1. Campaign centered on key digital performance indicator, CPA by digital channel
2. Monitored performance and made micro-optimizations through campaign taking seasonality and sales cycles into account as these changes were made
3. Shifted media spend between channels, optimizing campaign towards overall CPA goal
4. As campaign milestones were met, shifted focus to secondary goals, i.e. prospecting for new audiences, then layering in dynamic remarketing as new audiences visited the site



RESULTS

+85%

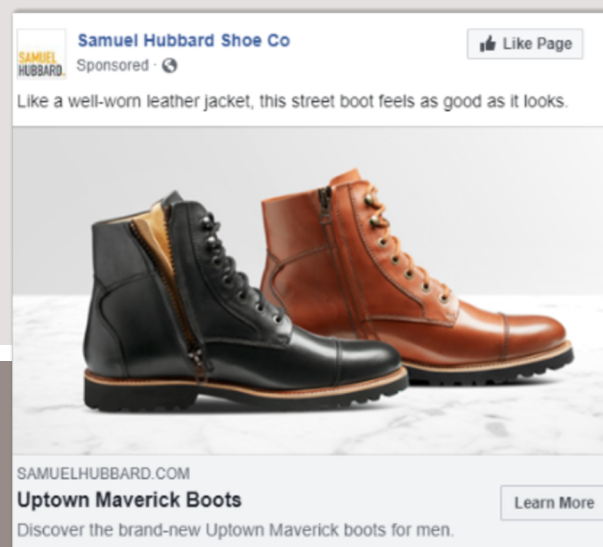
85% lift in digital
marketing campaign
sales YOY

+28%

28% lift in overall
Sales YOY

CONCLUSION

By leveraging the data learnings over the course of the campaign, we were able to understand how media influenced Samuel Hubbard's customers' path to purchase. Advertising tactics, such as dynamic remarketing, allowed us to highlight products that their customers showed an interest in. Through increased efficiencies in prospecting and remarketing we drove incremental sales while maintaining the CPA targets for the campaign.



SAMUEL HUBBARD.

mogointeractive.com/verticals/ecommerce/