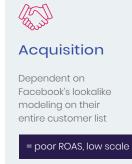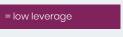## About TeePublic

TeePublic was founded in 2013 to empower creators to turn their passion into profit. Today it is the world's largest marketplace for independent creators to sell their work printed to order on the highest-quality merchandise. They offer 1.2 million designs on 100+ product types, like t-shirts, stickers, phone cases, and mugs. TeePublic was acquired by RedBubble in 2018.

Core Challenges

TeePublic was looking to accelerate growth in paid social to drive incremental gross profit. They were using Facebook's pixel and sending their product feed for dynamic ads, but didn't have confidence that additional spend would have a high marginal ROAS or provide incremental revenue.

Acquisition

Dependent on Facebook's lookalike modeling on their entire customer list

= poor ROAS, low scale

Remarketing

Campaigns were difficult to optimize since the data was comingled with re-engagement

= low leverage

Re-engagement

No way to layer in email interaction data or independently run lift experiments

= low incrementality

TeePublic looked for a partner that could reason about channel interaction data (e.g. email) and new products and trends, which drive most social media interest. They wanted to start with paid social to prove near-term value, but also find a partner that was long-term strategic and able to orchestrate all channels.

What Simon Enhanced

Within 5 days, Simon was able to integrate into TeePublic's existing database. Simon was able to build granular segmentation using order and engagement data (e.g. site activity, email engagement) and sync those audiences to Facebook. With the help of these audiences and Facebook exclusion lists, TeePublic was now able to break paid social efforts into 3 mutually exclusive groups: Acquisition, Remarketing and Re-engagement.

Build and size seed audiences with common design interests to enhance Facebook lookalike modeling

Maximize re-engagement incrementality by allocating more budget to those less active in email or unsubscribed

Provide an independent testing framework to confirm the incrementality of remarketing and re-engagement spend

Results/What Simon Delivered

TeePublic was reluctant to increase spend because they were uncertain of the incrementality. With Simon Data's independent and transparent testing framework, they were able to prove where spend was incremental (and where it wasn't). This gave the TeePublic team the confidence to more than double their spend and realize better ROAS at more than twice the scale.

161% increase in paid social revenue

121% increase in paid social spend

21% increase in paid social ROAS

Marketers are now focused on incremental Gross Profit. The best way to do that is to build out your MarTech stack so you know you're targeting the right people in the right channels — otherwise you're wasting spend. "

Simon