

**SEOMAX**  
DIGITAL AGENCY

*Dafi*

# CASE STUDY

Facebook and Google  
ads for lingerie online  
store

[www.dafi-fashion.net](http://www.dafi-fashion.net)



Undoubtedly, one of the most competitive businesses in the field of e-commerce is selling clothes. However, this does not mean that good results cannot be achieved. We created this case study to prove it. See how we achieved great results in a year, with a small budget, in a niche even more specific than dresses, blouses and pants - lingerie.

## How did we start working together?

Dafi fashion is a Bulgarian lingerie brand. All of their products are made in Bulgaria and are sold both in physical stores and in their own online store. The main activity of the company is the production of quality but reasonably priced lingerie and children's underwear, pajamas, nightgowns and other knitwear. The company offers a wide variety of models and sizes. All products are certified and meet the Bulgarian and European quality standards.

In early 2019, they contacted us for Facebook advertising, since the only way they used to advertise was "boosting posts".

# Marketing

## Facebook и Google Ads

We started working with Dafi fashion in April 2019. The client had only a Facebook business profile and the results were not satisfactory enough as they were only boosting their post. Two months later, after showing good results on Facebook, albeit with a limited monthly budget, we also offered advertising on Google as an appropriate channel in this industry. Of course, our client trusted us completely, and we have started Google ads campaigns in July.

The first thing we did was to analyze the main competitors on the market. After that, we have put together an appropriate strategy, including different types of ads and campaigns. After making all the necessary business settings, we set up a Google Analytics account to constantly analyze our client's results. We've also set up ecommerce to track orders. We also created Tag manager to track site events which means to track site users, conversions and orders, both from Facebook and Google.

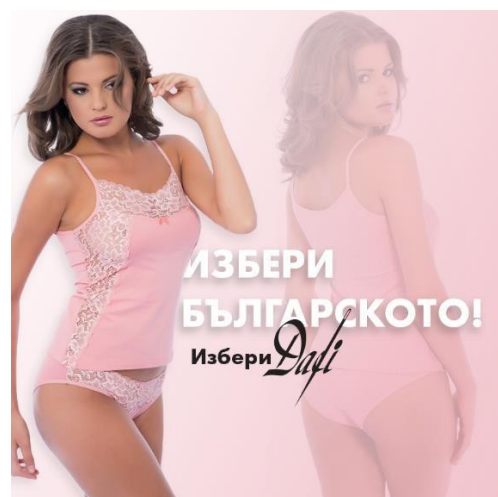
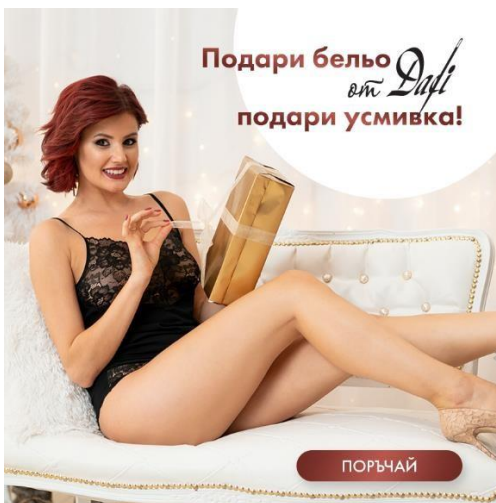
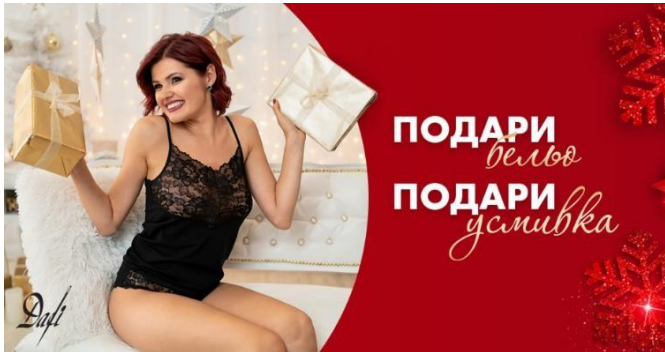
### What have we done to improve the results?

- We first started with website traffic campaigns and Facebook page promotion ads to reach an audience;
- After setting all the important tracking goals, we created different campaigns to achieve conversions – Purchase, Add to cart, Started Checkout.
- We created many audiences - retargeting, lookalike;
- We've tested different messages and formats to find out what is most appealing to potential customers; we used both square and rectangular images;
- We have created thematic campaigns to attract new audiences on the site;
- We have created campaigns with promotions such as Bikini Week, Pajamas Week and these offered these categories with 10% off, as well as various holiday campaigns - February 14, Christmas, etc;
- We also organized several gift voucher games to engage the audience and reach more people;
- We suggested the customer another advertising channel - Google Ads, for even better results. Since July we started managing their Google ads campaigns;
- We did a keyword research and initially created a Search campaign with 5 ad groups. Then we started a Dynamic Search Retargeting campaign;

- We made a proposal for website improvements. Our idea was to offer the Dafi fashion's customers better user experience;



We created different designs and tested different formats (square, rectangular). We used collages, carousels, slideshows, Stories. We have optimized our campaigns' audiences, texts and designs to get the best results. We emphasized the fact that all products are manufactured in Bulgaria and are available at affordable prices.



# Results

## Facebook ads

If we compare our work in the first months of 2019 and the first months of 2020, we observe **110% sales growth** throughout the website. In June, we achieved a high Conversion rate - **2.31%**, which is a very good result on Facebook. We made a comparison to seasonality. We tracked sales in February 2019 (before the customer started working with us) and February 2020. We see **143% growth in sales in one year**. We increased the advertising budget by 50% in February 2020, after good results over the previous few months.

### How did we achieve these results?

- We set up ads for different purposes - Purchase, Add to Cart, ViewContent;
- We optimized the campaigns daily;
- We tested different audiences, created new ones, changed designs, used different formats, changed texts.

### What have we achieved for an year?

- We have created 117 advertising campaigns;
- We used 80 different audiences;
- We reached 370,068 people;
- We increased the advertising budget by 50%;
- We achieved a 110% growth in sales

## Google Ads

When we first started working with Dafi fashion, they had no intention of promoting their products on Google. After two months of successful work, they trusted us to create a campaign on Google as well. We created an account, set up goals, made keywords analysis, and created the first Search ad with 5 ad groups. In the beginning, it was more difficult because lingerie is a competitive niche. After daily campaign optimization, we achieved the results we were aiming for.

### How did we achieve these results?

- We created retargeting campaigns for site visitors;
- We created a Display Retargeting campaign;
- We have created 6 campaigns;
- We created dynamic ads.

And of course, we constantly monitor the results and optimize the campaigns so that we can get maximum results for our customers!

# Thank you for your attention!

Prepared by:

Olya Ivanova

**SEOMAX**

Plovdiv, j.k. Perla (Trakia)

2B Valko Shopov Str.

+359 (889) 833 433

office@seomax.bg

seomax.bg