

## CASE STUDY

# Advanced Feature Creatives Provide Product Awareness and Drive ROAS

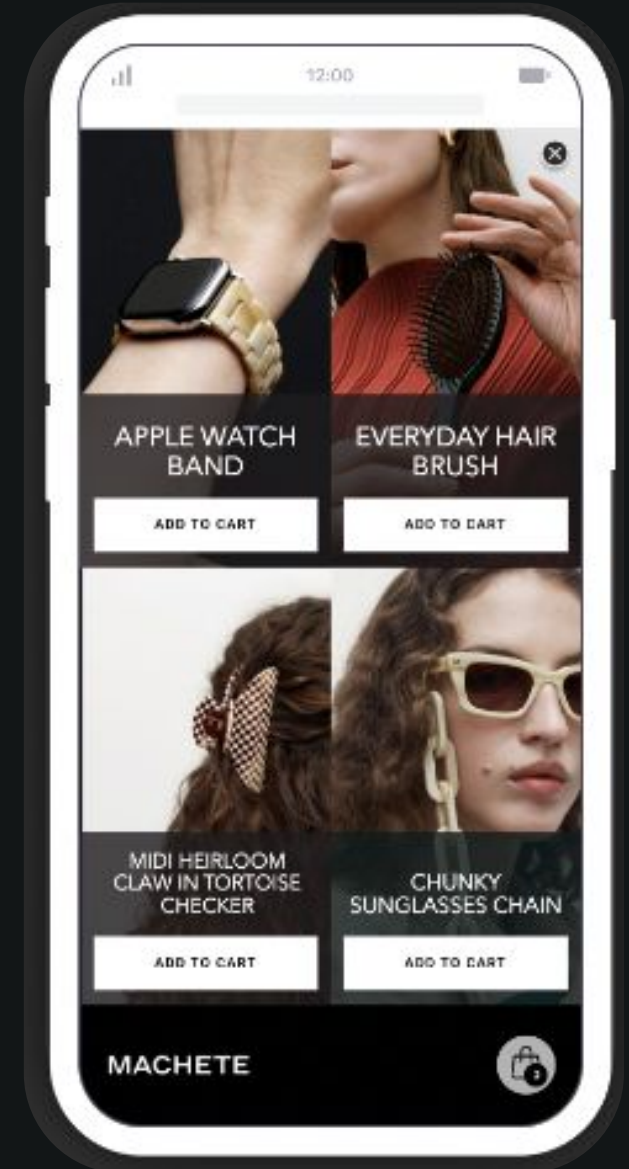
Marketwake | MACHETE

### Challenge

Leading CPG fashion brand **Machete**, alongside full-service media agency, **Marketwake**, sought a performance marketing partner to drive product awareness and increase sales across their product lines. The brand needed a partner who would provide advanced creative strategy and execution to boost sales and drive true business outcomes.

### Goal

Test new creatives formats, along with proven audience targeting tactics, to increase sales.



## CASE STUDY

# Utilizing data insights and high engagement creative units to increase sales

### Solution

Through Digital Remedy's Creative Suite, Machete was able to showcase their product assortment and boost their return on ad spend (ROAS). By deploying the Product Tiles rich media unit which demonstrated winning products and encourages audience engagement, the handcrafted accessories brand was able to effectively increase product awareness and drive interested shoppers to their site to purchase.

By implementing interactive rich media units featuring multiple products within a single ad, and continuously optimizing based on performance data insights, the team ensured the ads effectively targeted custom audience segments interested in fashion and style, maximizing engagement and driving conversions.

### Results

- Real time revenue optimizations analyzed through onsite tracking code
- **21% increase** in ROAS MoM
- Due to the success we're testing the creative unit against new audience targeting

**ROAS First 30 Days**

**409%**

## CASE STUDY

"We are so appreciative of our partnership with Digital Remedy for helping to keep us on the forefront of the latest and greatest in creative advertising that drives bottom-line business results for our clients. We were immediately attracted to this offering because of the visual depth of the ads and the customization options to highlight best-sellers and key inventory. We have been extremely pleased with these results and are already excited about the next opportunity they will bring to the table for us and our clients!"

**– ANNA KATE NEWALL, SENIOR ACCOUNT MANAGER**