



COAT

‘We’re super happy with the Pink Leopard team and the excellent results they deliver’

www.coatpaints.com

Learn how we are helping this premium paint company harness the power of Facebook & Instagram to build their brand, increase their awareness and drive sales.

The team at COAT had invested in social advertising with some success before engaging with Pink Leopard. They had built the business to a point where they needed an expert agency to step in to maximise the potential of these platforms and take the business to the next level...

The Client - COAT

From day one, COAT was built with a conscience and honest decisions that they can stand by.

From their eco-formulations and recycled packaging to sustainable logistics, operations and eco-accessories. They’re proud to say they are carbon offset too, supporting UN Gold projects. Taking control, wherever they can, to make paint better.

With COAT, you’re choosing to take vehicles off the road, reduce waste, and prioritising sustainable materials. You’re helping to make things better for all of us.

The Goal - Drive new customer acquisition and increase onsite purchases, profitably.

The Strategy - Our focus is to drive qualified traffic from Facebook & Instagram to the COAT website with the objective of generating purchases/samples of the paint.

The products that COAT sell are high-end, quality and most importantly planet-friendly so it’s important that we are targeting people who are interested in and likely to buy products of this nature.

Facebook & Instagram have unparalleled targeting capabilities and we can utilise many different audiences to put ads in front of. This is exactly what we did (and continue to do). We built a bespoke social media purchase funnel that drives brand and product awareness, re-engages warm audiences and remarkets to high intent customers.

The key for businesses to successfully grow through social advertising is to weight the advertising budget more towards the top of funnel 'cold' audiences. By engaging with brand new people, we can continuously fill the top of the funnel and then take the prospect on a journey through retargeting methods until they purchase.

From here, we establish baseline key performance indicators and work to continually improve these as we push for profitable scale for the brand.

The Ads - Here are a couple of well performing ads that we use to drive results for this client:

 **COAT paints**
Sponsored · 🌐

Choose your colour, choose your finish, and get it delivered straight to your door. It's that simple with COAT.



COATPAINTS.COM
Choose, try, paint.
COAT Paints.

[SHOP NOW](#)

 **COAT paints**
Sponsored · 🌐

We're taking control, wherever we can, to make paint better.

We're proud to say we're Carbon Neutral too.

Order your Peel & Stick Swatches and try your COAT colours sustainably.



The Results - The goal has been to drive purchases for peel and stick swatches which gives COAT's customers a 'try before you buy' option. The swatches stick on the wall which allows the customer to see what the colour will be like before investing in the paint. As you can see, we have generated over 4000 purchases of these swatches since going live and delivered 3.48 return on ad spend.

 **IMPRESSIONS**
COAT PAINTS

3,114,136

↑ 32.9%

 **CLICKS**
COAT PAINTS

45,237

↑ 63.2%

 **LINK CLICKS**
COAT PAINTS

22,599

↑ 24.0%

 **CPC (COST PER LINK CLICK)**
COAT PAINTS

£0.87

↑ 61.8%

 **CTR (LINK CLICK-THROUGH RATE)**
COAT PAINTS

0.73%

↓ -6.7%

 **AMOUNT SPENT**
COAT PAINTS

£19,694.25

↑ 100.5%

 **WEBSITE CONTENT VIEWS**
COAT PAINTS

42,817

↑ 49.7%

 **WEBSITE ADDS TO CART**
COAT PAINTS

25,609

↑ 132.8%

 **CHECKOUTS INITIATED**
COAT PAINTS

4,152

↑ 134.3%

 **WEBSITE PURCHASES**
COAT PAINTS

4,099

↑ 133.4%

 **WEBSITE PURCHASES CONVER...**
COAT PAINTS

£68,628.40

↑ 275.9%

 **PURCHASE ROAS (RETURN ON ...)**
COAT PAINTS

3.48

↑ 87.4%