



Home County Candle Co.

HAND POURED

The Home County Candle Co.

Find out how we helped this luxury home fragrance brand grow their unique sales and increase their average order value.

The client – The Home County Candle Co.

The Home County Candle Co. aim to bring the stories of the UK's most beautiful spots to life through unique and nostalgic scents.

Their hand-poured scented soy candles, reed diffusers and hand care products have the power to take you back to a point in time using just the power of a beautiful fragrance. They take care to minimise their impact on the environment by using only carefully-selected UK suppliers.

THE GOAL

To increase sales across product ranges and to help them scale their business against a backdrop of iOS14.5 bringing lost data, smaller audiences and inaccurate reporting.

THE PLAN

The Home County Candle Co.'s USP is that their scents remind people of their home county or their favourite UK holiday spot. So, when we started building our Facebook audiences, we targeted potential customers based on their location – with copy and creative that matched.

It didn't work. So, the whole team (copy, creative and ad managers) collaborated to broaden our targeting and messaging – and the results flew! Our focus on broader UK audiences, video-based creative and persuasive copy that sells the high quality of the products and environmental benefits was a winning formula.



Our Middle Of Funnel (MOF) and Bottom Of Funnel (BOF) audiences are continually being bolstered by The Home County Candle Co.'s organic social media activity and community-building work at trade shows and local fairs. Collaboration has been key to the success of the account.

All of this work has been complemented by some smart bidding by our Google Ads expert.

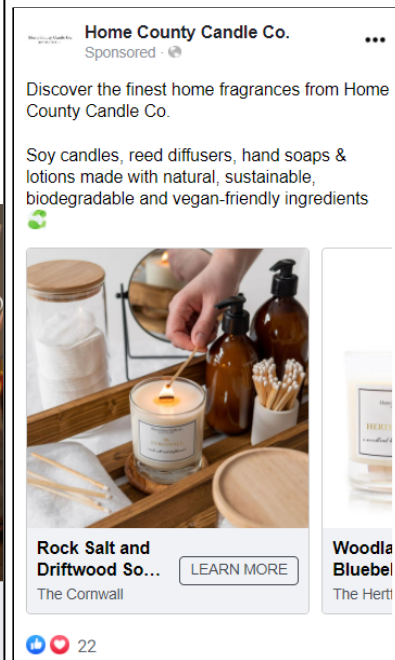
As soon as we took over the running of their Google Shopping and Search, we created new campaigns, putting every product into its own product group. This gave us full control at a granular level to see what was performing and what wasn't yielding great results. We reacted to the data, using manual bidding to bid more aggressively when products were doing well, and pulling back on any that weren't.

Our multi-channel approach, working as a partner across all parts of their marketing mix, from constructing the offer to paid social, and google ads and CRO/web performance has been really successful for this client.

It allows us to shift the allocation of budget to different activities depending on where we will make the highest return, and adjust our budgets to account for the seasonality of the business – times of gifting like Christmas and Mother's Day see much higher sales.

BEST PERFORMING ADS

Creative-wise, we've found that video outperforms static images. Copy-wise, shorter captions perform well – and attention-grabbing 'sale' text, which creates a sense of urgency in the potential customer, converts very successfully.



THE RESULTS

Our rigorous audience testing combined with clever messaging through our creative and copy has led to us skyrocketing the results.

As you can see below, in December 2021 on Facebook alone we hit a Return On Ad Spend (ROAS) of 4.34.

In the same month we saw a total of 22 assisted conversions worth £416.18 from Google Analytics, so the blended ROAS from the two platforms was a brilliant 5.61.

Facebook Ads Report - Home County Candle Co.

 December 1 - 31, 2021
 compared to the previous period


AMOUNT SPENT
HOME COUNTY CANDLE CO ADS
£1,661.54

↓ -1.0%


REACH
HOME COUNTY CANDLE CO ADS
142,878

↑ 63.9%


IMPRESSIONS
HOME COUNTY CANDLE CO ADS
324,998

↑ 45.6%


LINK CLICKS
HOME COUNTY CANDLE CO ADS
1,816

↑ 13.6%


CPC (COST PER LINK CLICK)
HOME COUNTY CANDLE CO ADS
£0.91

↓ -12.8%


CTR (LINK CLICK-THROUGH RATE)
HOME COUNTY CANDLE CO ADS
0.56%

↓ -22.0%


WEBSITE CONTENT VIEWS
HOME COUNTY CANDLE CO ADS
1,176

↓ -0.5%


WEBSITE ADDS TO CART
HOME COUNTY CANDLE CO ADS
226

↓ -21.3%


CHECKOUTS INITIATED
HOME COUNTY CANDLE CO ADS
117

↑ 11.4%


PURCHASES
HOME COUNTY CANDLE CO ADS
199

↑ 109.5%


WEBSITE PURCHASES CONVER...
HOME COUNTY CANDLE CO ADS
£7,208.65

↑ 84.7%


CPA
HOME COUNTY CANDLE CO ADS
£8.35

↓ -62.7%


PURCHASE ROAS (RETURN ON ...)
HOME COUNTY CANDLE CO ADS
4.34

HATBLHVCD7Z8WYUTB
HOME COUNTY CANDLE CO ADS

CPM (COST PER 1,000 IMPRESSI...
HOME COUNTY CANDLE CO ADS
£5.11