

Explore how we are helping this high-end shoe company successfully grow, achieve a consistent +4 x return on ad spend, and form a partnership with an investment house to take the business to the next level.

Facebook & Instagram advertising is a fantastic vehicle to grow any business. When Sargasso & Grey partnered with Pink Leopard, they didn't realise that the success of the advertising campaigns would draw attention from an investment house.

The Client - Sargasso & Grey

Sargasso & Grey is a British shoe company whose passion is to create beautiful shoes for women who have high expectations when it comes to finding the perfect shoe.

The Goal - To drive shoe sales initially in the UK to quickly scale ad spend to generate more sales and create business growth opportunities.

The Plan - The products available are priced from £100 upwards so we needed to ensure that the campaign is tailored specifically to an audience that would not only be interested in this product but also has the funds to make a purchase.

We showcase the stylish range on offer and also the unique selling point that these shoes are designed with comfort in mind. We deployed our strategies to reach a broader audience at first and then refined the data to strengthen the results of the campaign.

Our focus is on generating a return on ad spend and not vanity metrics such as likes and followers for example (although our campaigns naturally do increase these numbers).

The success of the campaign caught the attention of an investment house who have analysed the business and the results achieved through social marketing. Because of this, they are willing to invest £30k in the monthly advertising budget to drive even more sales and rapidly grow the business. We are extremely excited to be a part of this fantastic journey.

The Results -

Dates - April - July

Ad Spend - £12,462.30

Purchase Conversion Value - £57,141.20

ROAS - 4.59

IMPRESSIONS
203035199819155

1,070,054

↑ 59.9%

CLICKS
203035199819155

32,121

↑ 71.6%

LINK CLICKS
203035199819155

20,223

↑ 54.8%

COST PER UNIQUE LINK CLICK
203035199819155

£0.82

↓ -8.7%

UNIQUE CTR (LINK CLICK-THRO...
203035199819155

5.98%

↑ 15.9%

AMOUNT SPENT
203035199819155

£11,254.46

↑ 31.7%

WEBSITE CONTENT VIEWS
203035199819155

12,297

↑ 82.1%

WEBSITE ADDS TO CART
203035199819155

691

↑ 73.6%

CHECKOUTS INITIATED
203035199819155

272

↑ 54.5%

WEBSITE PURCHASES
203035199819155

253

↑ 72.1%

COST PER PURCHASE
203035199819155

£44.48

↓ -23.5%

WEBSITE PURCHASES CONVERS...
203035199819155

£52,075.25

↑ 83.3%

PURCHASE ROAS (RETURN ON A...
203035199819155

4.63

↑ 39.2%

What Katie Owen, Owner of Sargasso & Grey has to say about Pink Leopard...

“Working with Pink Leopard has been fantastic! The team are incredibly knowledgeable, helpful and have propelled the business to where it is today. The results have surpassed our expectations and we are excited about the future and where we can take S&G with Pink Leopard as our trusted partners.”