

Beyond the Rack

Beyond The Rack is a private shopping club that offers designer merchandise to members at up to 80% off retail.

The goal

In one quarter significantly increase the member base through a major spending increase on Facebook. Beyond The Rack looked to AdParlor for a high level of both service and technology in order to get experienced help in efficiently scaling spending and acquisitions.

Approach

- Worked collaboratively with Beyond the Rack to develop creative concepts and rapidly implement learnings.
- Utilized our proprietary creative tagging software to test all elements of each ad.
- Refreshed creative weekly and ensured visual consistency between the ads and the landing page.
- Leveraged our proprietary interest database as well as Facebook's Custom and Lookalike Audiences

Getting optimal results

By building a strong relationship with Beyond The Rack, AdParlor was able to advise on budget allocation across creative, date ranges, posts, genders and ages, and placements in order to be nimble in adapting to marketplace trends as they arose.

A key result was Beyond The Rack's ability to scale mobile web acquisitions. AdParlor, seeing the lower cost-per-click on mobile web was able to significantly lower cost-per-acquisition by shifting resources to the placement.

"Thank you to the team at AdParlor for helping to hit our aggressive goals and consistently pushing the envelope of technology and ad serving techniques."

Richard Cohene
Director of Marketing
& Business Development
Beyond The Rack

RESULTS

Q1 saw a 784% increase in total registrations over the previous quarter, even while CPA decreased by 20%.

↑ 124%

Click-Through-Rate Increase

Shift to m-web vs. desktop resulting in cost-per-click being 49% cheaper



↑ 13%

Cost-Per-Acquisition Savings

Leveraged m-web link page posts while spend was even across placements



↑ 784%

Registration Numbers

Decreased Cost-Per-Acquisition by 20% Q1 over Q4

