



Agency:
adparlor
by adknowledge

The e-commerce company sees up to a 6X return on advertising spend using Custom Audiences to target members of its members-only sale site with ads for products in categories most relevant to them.

Goals

JackThreads wanted to use Facebook to reach its core audience of young, trendy, social-savvy males interested in the latest gear at a deep discount to:

- Acquire new members for its private-sale shopping site
- Drive sales among its existing members with advertising in an environment that is social and natural for them

Approach

In 2010, JackThreads created a Facebook **Page** to build its membership and engage with members over products and interesting content around street wear and men's wear in general.

To reach its initial goal of acquiring 1 million members (people who submit their email address and sign up for the newsletter), JackThreads began using **Facebook Ads** to drive people to register with JackThreads' site.

- To appeal to its customer base of “sneaker heads,” JackThreads' advertising included images of sneakers and footwear and text that promoted the deals on merchandise
- The brand focused on demographic targeting (males 18-30) and **Likes and Interests targeting** such as interests around Hip Hop and Rap (e.g.: “Drake”) to reach its audience.

To reach existing members on Facebook and increase the likelihood they'll buy products, JackThreads uses the **custom audiences** ads retargeting tool. The company uploads portions of its apprised customer email database of over 2 million male gear enthusiasts using the **power editor** ads management tool. The list of emails is then hashed on the client's servers and only the encrypted data is ultimately sent to Facebook's servers:

- Depending on the portion of the list that's uploaded (people who haven't opened an email in 30 days, people who've never opened an email, etc.), JackThreads targets ads to the right users with the relevant creative and messages.
- Ad images and text are designed to make the brand name and association with the latest street wear top of mind: “Gear up on winter menswear at prices up to 80% off retail at JackThreads!”

The brand also uses **Page post ads** in **news feed** to build its fan base on Facebook and drive sales

- Uses **promoted posts** in **news feed** to drive specific sales or products

JackThreads also uses Facebook as a customer service tool, striving to respond to all customer inquiries within 1-24 hours of a customer comment—a practice which garnered praise from CNN and TIME when it was surfaced by a StellaService study.

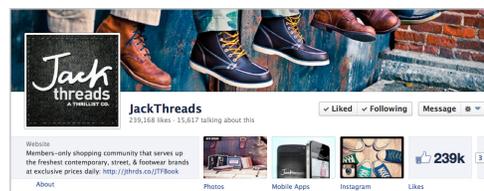
By responding to customer comments and messages through its Facebook **Page**, JackThreads is able to address the needs of customers in real-time manner and with a personalized touch.

Results

- **1/5** of more than 2.5 million members have been acquired through ads on Facebook
- **30%** lower cost per acquisition for new member sign-ups than all the other advertising channels it uses
- **6X** return on advertising spend when using **Custom Audiences** together with Facebook Ads
- **72%** match rate using custom audiences
- **3X** higher buyer conversion rate from **news feed** ads compared with right rail ads

“Facebook was really the place where we initially grew our membership to 1 million and beyond. The college-aged trendsetter and young professional demographics are huge for our business and those guys already spend most of their web-hours on Facebook. That's largely why the cost per click and cost per acquisition that we're getting on Facebook are more cost-effective than all the other platforms we're using. And now with Custom Audiences and promoted posts, there's a nascent retargeting dimension that's very exciting for JackThreads.”

Garett Press, Senior Manager, Retention & Loyalty, Thrillist Media Group



Jack Threads Page



Promoted Post



Ad

JackThreads is a members-only, online shopping club that curates the freshest streetwear and contemporary men's fashion brands—offering daily sales of up to 80% off on what's hot right now. It is part of the Thrillist Media Group.

facebook.com/JackThreads