

Retargeting That Fits Just Right

St. Frock Catches Shoppers by the Hem With Dynamic Product Ads

SUCCESS STORY:

By combining the Brand Networks Platform with Facebook's Dynamic Product Ads, Brand Networks dramatically bolstered the relevance of retargeting ads, boosting Return On Ad Spend (ROAS) and cutting Cost Per Acquisition (CPA).

480%
higher ROAS



70%
lower CPA

MEET ST. FROCK:

Launched in 2005 as a ladies clothing stall at Bondi Beach Markets in Sydney, Australia, St. Frock has grown rapidly by remaining dedicated to its approachable, girl-next-door branding, and to staying relevant in a competitive market.

Focusing on the latest trends and versatile, affordable styles, St. Frock is known for its wearable and beautiful range of fashions.

Now located in the historic Pyrmont neighborhood of Sydney, St. Frock has expanded through a popular ecommerce store, and made Facebook advertising a central part of its online sales growth strategy.



"Finding the right combination of quality and quantity in advertising is a delicate art. With Brand Networks and Dynamic Product Ads, we didn't have to sacrifice either end of that equation. We were able to deliver truly relevant content to a wide network of Facebook users and turn the social browsing experience into a personalized shopping trip."



-Sandradee Makejev
Director
ST. FROCK

ABOUT BRAND NETWORKS



Brand Networks delivers relevance-driven native social advertising and content marketing to 650 enterprise customers, including half of the Fortune 100 and 17 of AdAge's 25 Most Advertised Brands. Contact us at: newbusiness@bn.co

THE GOAL:

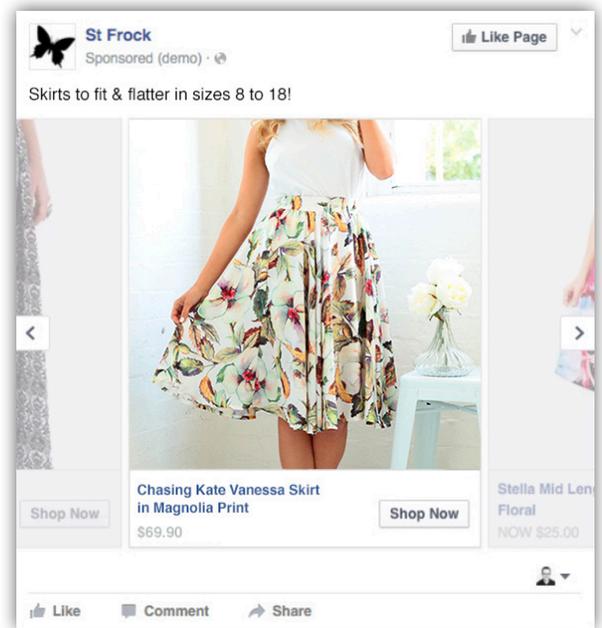
St. Frock has grown quickly by focusing on native social relevance—acquiring customers by promoting its garments to the Facebook News Feeds of the right audiences with the right message at the right time. When it came to re-engaging recent website visitors, the company’s static ad retargeting was less contextual and difficult to scale.

With an ever-expanding inventory of elegant, home-grown, and hand-picked fashions, St. Frock wanted to take a more sophisticated approach to native retargeting. St. Frock hoped this would double their Return On Ad Spend (ROAS).

THE STRATEGY:

St. Frock partnered with Brand Networks to build a retargeting strategy leveraging **Facebook’s Dynamic Product Ads (DPA)**. Paired with the right strategy, this technology would enable scalable, relevant retargeting that put merchandise shoppers had viewed recently on the company’s website back in front of them via the News Feed.

With the Brand Networks Platform, Dynamic Product Ads can be delivered with sophisticated targeting and tracking that goes beyond Facebook’s native ad technology. The team at Brand Networks helped St. Frock tailor a strategy that fit the unique structure of their site, and set up the feed-based system. After launch, Brand Networks used the bulk upload tools on the Brand Networks Platform to test a large variation of product sets, audiences, creatives, and targeting. This helped Brand Networks work with St. Frock to uncover the best-performing combinations.



In the new campaigns, Brand Networks paired Facebook’s high-performing carousel ad format, which can showcase multiple related items in a single ad unit, with Website Custom Audiences, which let St. Frock reach visitors based on the product types and sales events they’d already shown interest in.

THE RESULTS:

Combining Dynamic Product Ads with Website Custom Audiences retargeting proved to be the recipe for relevance St. Frock needed. It boosted the brand’s online sales while providing a dramatically better ROAS than the previous approach. With strategic help from Brand Networks, St. Frock achieved a **480% increase in ROAS** and a **70% decrease in CPA**.

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