



CASE STUDY SPARKLE IN PINK

OMNICONVERT + ELUMYNT = +61.40% ROAS ON ACQUISITION VS. META’S DEFAULT TARGETING

ABOUT SPARKLE IN PINK

Sparkle in Pink is a family-owned business located in Utah, US.

They provide a vast selection of children's clothing and costumes at affordable prices.

Sparkle In Pink was founded in October 2011, and it soon became a team of 70+ employees shipping out thousands of orders daily. They're a global online retailer, shipping their products internationally.

ABOUT ELUMYNT

Elumynt is an award-winning team of senior-level eCommerce growth strategists.

They developed a unique approach to optimize advertising around EBITDA (profit) because they're passionate about **getting results that actually matter to their customers**.



THE CHALLENGE

The challenge was at the acquisition stage.

Elumynt (Sparkle in Pink's Agency) needed to find **scalable prospecting audiences** at a higher efficiency than they found in the Facebook platform alone and with the tools they had at their disposal.

Their main goal for the Facebook/Instagram platform via ads **was to drive new customer growth**.



THE SOLUTION

Seeing how Sparkle in Pink already established great retention strategies, Elumynt focused on acquiring better customers using lookalike audiences built inside Omniconvert Reveal's Audience Builder.

The Agency created a series of Facebook Acquisition campaigns using customer data and Lookalike Audiences based on Sparkle in Pink Soulmates and Lovers*.

**In the RFM Segmentation, the Soulmates are your best customers. Soulmates are your most frequent buyers who like spending a good buck in your store.*

The Lovers segment consists of customers you want around for the long haul, but you still need to fix some friction points inside your business to give them the incentives they need to stay.

Search or enter website name

Use the filters below to create your custom audience

Time period

Custom date

Custom Period

Select interval

Filter by

Any order

RFM Groups

Remove filter

2 selected

NPS Pre scores

All

NPS Post scores

All

Categories

All

Brands

All

Products

All

Billing country

All

Billing city

All

Marketing Consent

Audience Preview Based On Applied Filters

2K
Customers

€ 13M
Revenue

€ 5M
Margin

€ 7K
Revenue /
Customer

Build audience

The campaigns rolled out for the US audience alone, with no other filters from Reveal.

To ensure the Ad set was targeting new users exclusively, Elumynt used Facebook's Pixel and Sparkle in Pink's first-party data to exclude past purchasers, users who've already engaged with the brand on Social Media, and website visitors.

The Agency tested the Reveal Lookalike audiences against their previous top-performing ads for customer acquisition.

The creatives were the same for both Ad sets, and the copy revolved around Sparkle in Pink's low prices for their adorable outfits.

THE RESULTS: LOOKALIKE AUDIENCES

The Acquisition campaign using Reveal's Audiences launched on July 13th and continues to run using 10% of Sparkle in Pink's cold prospecting budget.

The Lookalike Audiences based on the loyal segments of customers (Soulmates and Lovers) built with RFM have generated excellent results: **a 61.40% uplift in ROAS** against Facebook's default targeting.



CONCLUSIONS

Facebook's algorithm may have become less and less effective in finding the right users for the advertised products. This is likely a result of only 25% of users agreeing to be tracked by Facebook*, so third-party data is becoming scarcer.

On top of the lack of data, the competition is at an all-time high, seeing how the pandemic forced most eCommerce brands to switch to online advertising.

In these challenging conditions, we're confident your zero and first-party data present a significant edge if you want to advertise efficiently on Facebook, Instagram, and Google (among others).

Your data + RFM segmentation is one of the most effective ways to increase your ROAS.

As for their collaboration with Omniconvert, Elumynt had this to say:

"The Audience Builder is straightforward to implement, can be plug and play or tailored more specifically for your goals/industry to help build out a full-funnel approach on Meta ads.

The pre-built audiences provide an easy framework to write copy and tailor messaging to different types of customers.

The tool can also be used to focus your energy & Ad spending on those who can maximize profitably. Moreover, it can be deployed to expand reach and aid in overall business growth via scalable Meta ads."

Haley Nixon, Manager of Paid Social @ Elumynt.

NEXT STEPS FOR ELUMYNT & SPARKLE IN PINK

Based on the experience, Elumynt used these audiences for evergreen campaigns to scale their prospecting even more efficiently, especially leading into Q4.

Elumynt is also planning to use these audiences in a traffic-optimized campaign to reach more of the target audience than Meta typically would when only being targeted in a purchase-optimized campaign.