

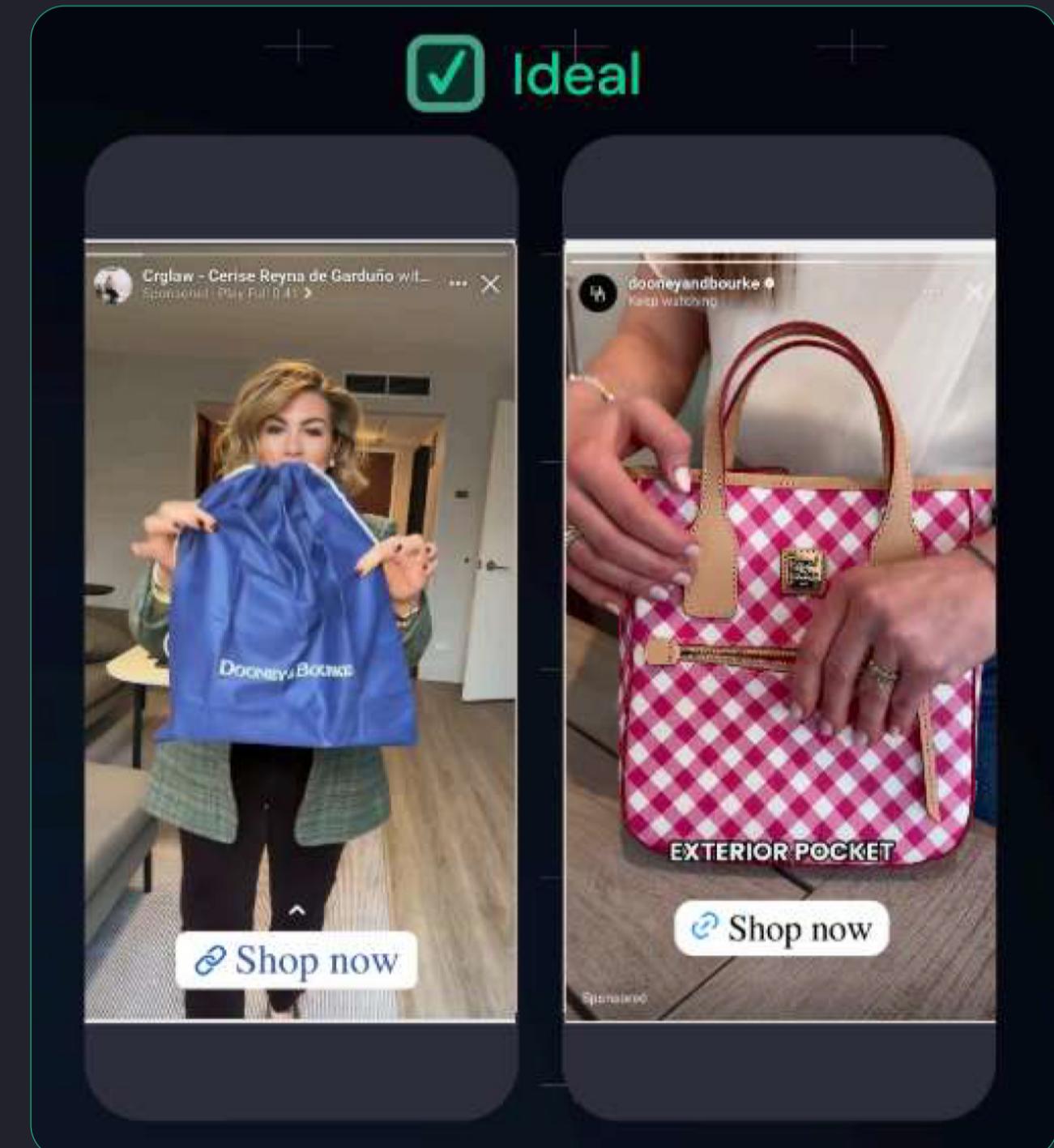
Our Creative Engine Reduced Dooney & Bourke's CPCs By 68%

Problem

Dooney & Bourke's video campaigns focused on UGC style videos from a third party agency. These videos were salesy, too scripted, and didn't connect with the customer. These videos led to expensive clicks & impressions with poor engagement.

Solution

- We implemented an organic social strategy that was human focused and not sales focused. Through social research, we found that customers wanted detailed walkthroughs of products as if they were at the store. They wanted styling inspiration for bags, depending on outfit and time of year. We took these posts and used them as ads.
- We created a sophisticated whitelisting program using Refunnel. This platform offers one click whitelisting and truly unlocks "unlimited creative."



Results

 -68% CPCs

 +86% CTR

 -24% CPM

Ready to see similar results for your brand?
Let's optimize your marketing strategy and
drive new customer growth today!



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“

Utilizing proven organic social content that focused on humanizing digital interaction unlocked some of the best performance we've seen for this brand.”

Brian Franzoni