

Performance marketing

# 7 ROAS in 1st Week

Scaling an Ecommerce brand  
while keeping the ROI  
consistent.



[www.piperloucollection.com](http://www.piperloucollection.com)





# The Brand

## Piper Lou

Piper Lou is a B2B website focused on providing customizable printable apparels or products like hats, top, wine cups, tumblers on a wholesale prices. They offer exceptional quality products that are favourites of the people. They have tie-ups with 800 retailers right now and did over million dollars in sales in last 11 months.

The main challenge was to deliver the ads to the right audience, which was small business owners, having retail shops, and make them to transact of \$500 or above, because usually these are bulk orders



# Strategy

## / 01. Target Right Audiences

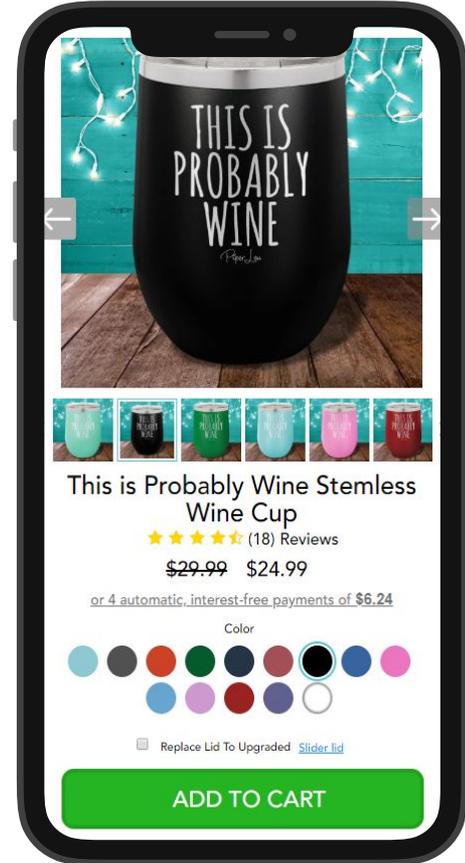
We started with couple of upper funnel campaigns, with very tight targeting because unlike B2C campaigns, we know the potential buyers are low whilst the AOV is high. Small business owners, with business page admins were a good bet.

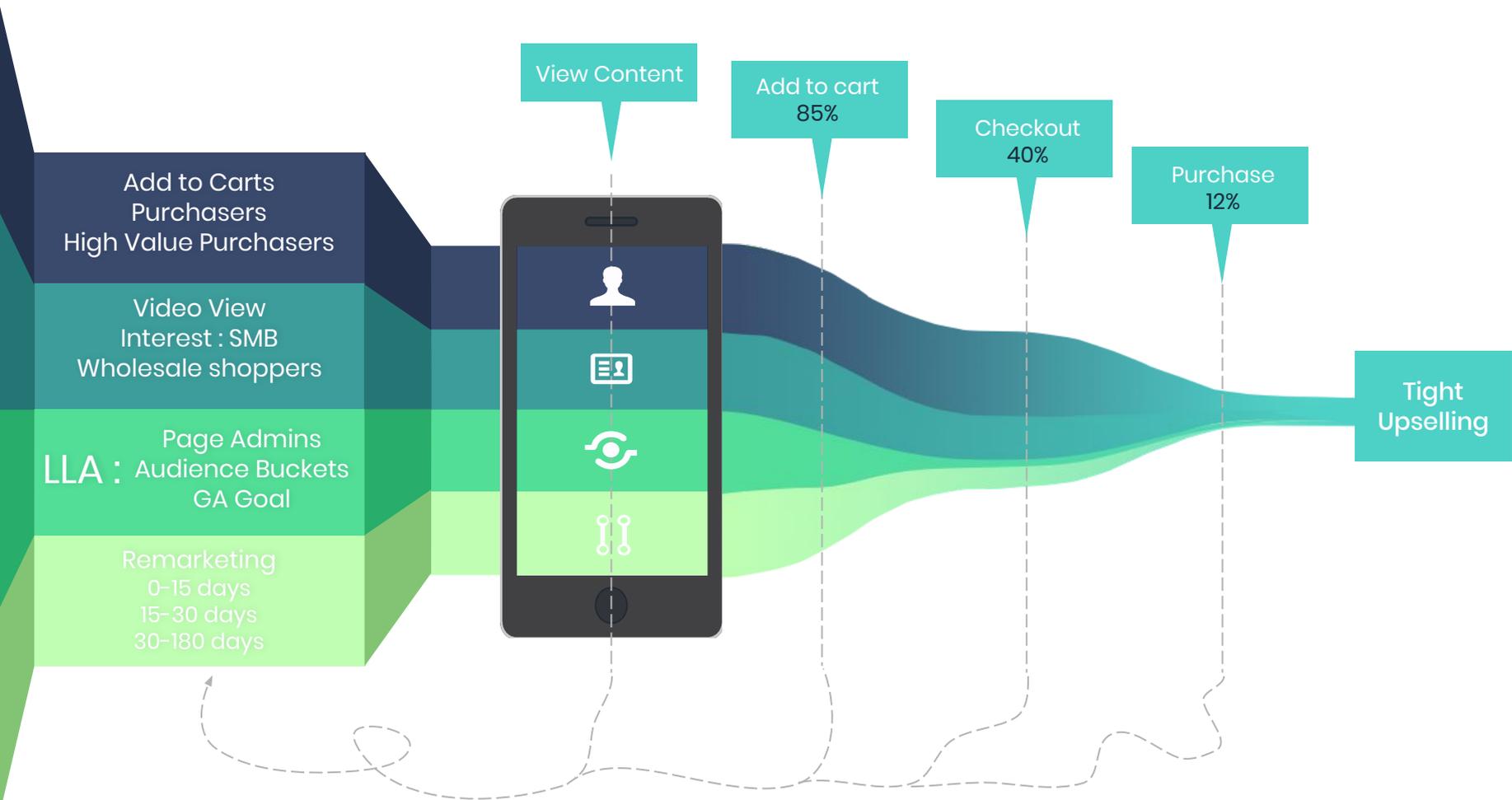
## / 02. Custom Pixel Audiences

we used pixel data to make high value customers to target them as our potential buyers. We targeted past purchasers also, who were not active, or haven't purchased recently.

## / 03. Target Tight Audiences

We also made our middle funnel strong with giving away free shipping on the orders, since they're bulk ones, it really gave the customers more value then they were paying for.





# Marketing Funnel



# How we did it

We started giving free shipping on bulk orders and targeted more on the audience who used to leave the page at 'add to cart' option. With strong middle funnel approach, we were able to get the desired ROA'S on our website.



## Nurturing Upper funnel

Our upper funnel campaigns were running at 4 ROAS, and we were getting add to carts at very low prices, almost at \$3.



## Strong Middle Funnel Campaigns

With so many add to carts to retarget, and strong middle funnel strategy, we were able to get 8 ROAS on the retargeting campaigns

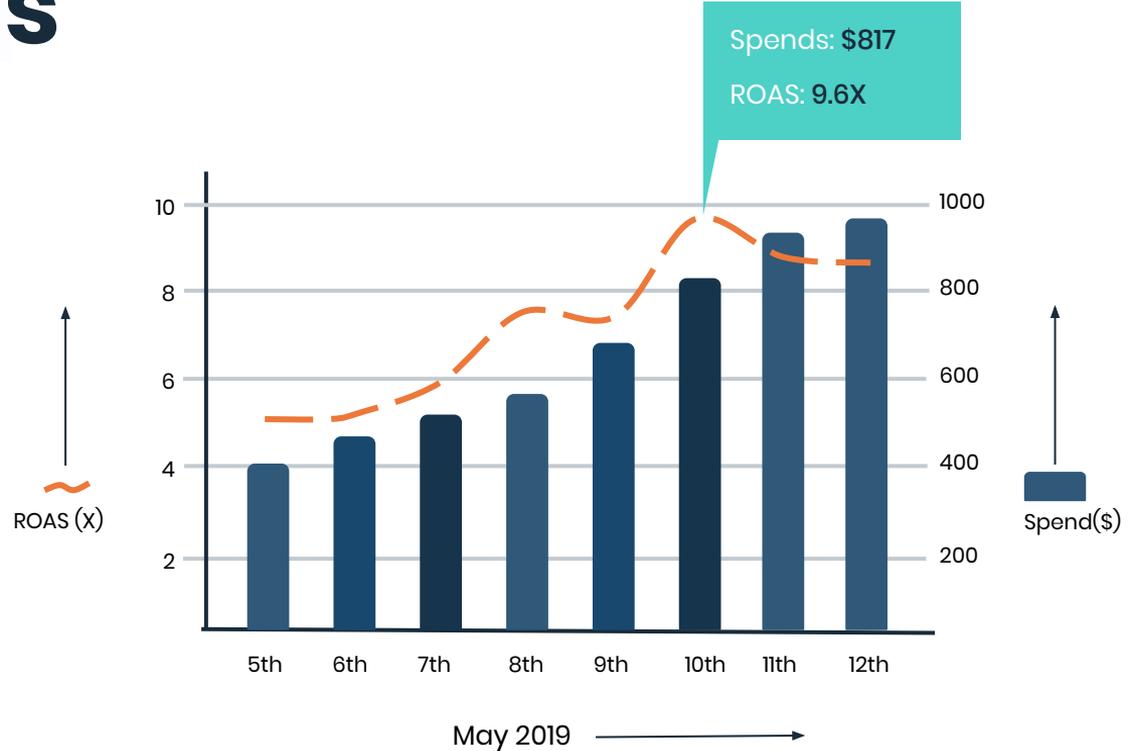


## 360 Degree Coverage

We were able to get 52 ROAS from already purchased audience, since it's B2B, the brand recall was good on happy past purchasers.

# Results

With the ad spend increasing day on day, and ROAS soaring new highs simultaneously, we know our data driven approach is speaking for itself.



Spend vs ROAS



# Testimonial



## Joe Ammara

Marketing Director "PLC Wholesale"



OrangEdge's main strength is their data analytics and working on strategies that back it. Their creative team knows what to push to the audience. B2B is trickier than B2C, and these guys pulled it off with magic



# Let's work together



## Omni channel growth

We're not limited to one channel, our idea is to get maximum revenue, by reaching your perfect target audience from multiple channels seamlessly



## ROI Driven Marketing

We know that cash flow is oxygen to the business, and we make sure you get best out of your ad spend.



## Agressive A/B testing

We test things, and with our great data analytics, we figure out what's working, scale on that. From creatives to audience segments, we do it all



## Measure Impact

With our extensive real-time reports integrated with Google Data studio. Know how your brand is performing across platforms in a single dashboard



## Platform Expertise

With a team that knows how to discover new market & medium opportunities. We push what works to get maximum ROI and Minimum CPT.



## Customized Sales Funnels

Every Brand is different, with different customer journeys, and we know how to decipher the best sales funnel for your brand.

BLOG

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