

How Team Mavlers Helped Zoe Kratzmann Achieve a 115.43% Increase in Website Purchases in Just 6 Months.



About Zoe Kratzmann

Zoe Kratzmann launched her namesake label in 2006 carving her niche in Australian footwear with stylish, contemporary, and well-crafted designs.

Based out of Queensland, the Zoe Kratzmann brand has become renowned for its unique design aesthetic; flattering silhouettes across a neutral color palette that work their way timelessly into every woman's wardrobe.

The signature Zoe Kratzmann looks reflects the use of luxury leathers that showcase different textural elements.

Their Objective

Zoe Kratzmann is the house of opulence, and the grandeur is clearly visible through their products. They wanted to generate visibility for their brand amongst a niche audience. They were expecting a good ROAS through Facebook ads by increasing awareness of their products and its luxurious quality. Increasing sales at low cost as well as increasing the email database of customers to engage with the brand were the basic target Mavlers had to achieve.



Challenges

The client wanted to increase the ROAS of the campaigns. There were several challenges we encountered along the way.



Build the brand value and goodwill among the cold (fresh) audience.



Increase the ROAS from the ad campaigns.



Increase sales volume.



Increase the email database of customers to engage them with our brand.

Our Solution

Zoe Kratzmann aimed at achieving ROAS along with customer engagement. Mavlers readily implemented various strategies and plans to connect with the cold audience as well as keeping them engaged by enticing new messages and offers.

The action steps were as follows:



Engaged cold audience through sign up campaign with an offer of 10% off on their first order to encourage them to be a part of our membership.



Created more value to our existing / VIP customers with an early entry for all offers.



Targeted audiences engaged with shopping and interested in online clothing.



Targeted high value-based audience to increase ROAS.



Tested various audiences to analyze the best-performing ones at a low cost.



Engaged audience with new images, messages, and ad formats from time to time.

Purchase vs. ROAS



The stated graph indicates the performance of Zoe Kratzmann, which increased in the second half of the year after applying several tactics and strategies.

Website purchases for the account saw a remarkable 115.43% growth from the first half to the second half, increasing from 311 to 670.

The account's ROAS improved drastically by 51.49%, from \$4.59 in the first half to \$6.95 in the second half.

Result

Mavlers aimed to achieve the desired objectives for the brand. The entire process was carefully executed by understanding the requirements precisely and implementing them with the utmost care and attention. The resulting graph has observed a constant rate of increase with amazing ROAS even today.

Mavlers successfully delivered a ROAS of \$39.39 for Zoe Kratzmann, surpassing previous records.



40.46%

Increase in Interaction Rate

115%

Increase in Product Purchase from Website

51.49%

Increase in ROAS