

CLIENT: **BRASS**

How a fashion startup leveraged Facebook and Instagram to grow revenue by 200%





Reaching Millions of Targeted Customers

Brass Clothing is a startup fashion brand focused on manufacturing beautiful and high quality clothing for a community of smart, strong, passionate women. Brass engaged OpenMoves to operate a PPC campaign focused on acquiring new customers through media buying on Facebook and Instagram. Through the campaign, OpenMoves helped Brass reach millions of target customers and grow the overall business more than 200% in revenue. The proof is in the numbers:

+3x

Lifetime Facebook/
Instagram ROAS

200%

Total revenue growth

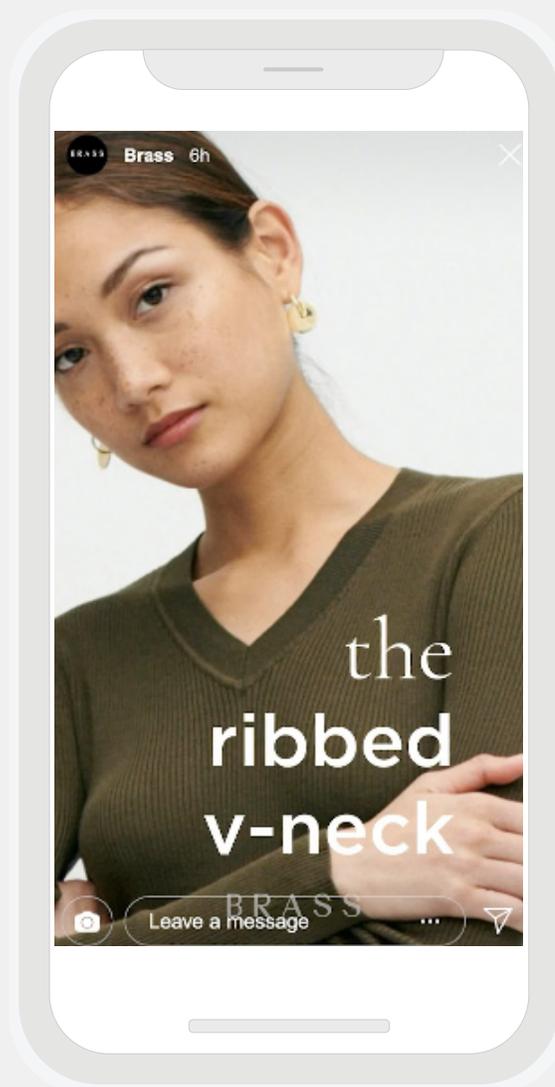
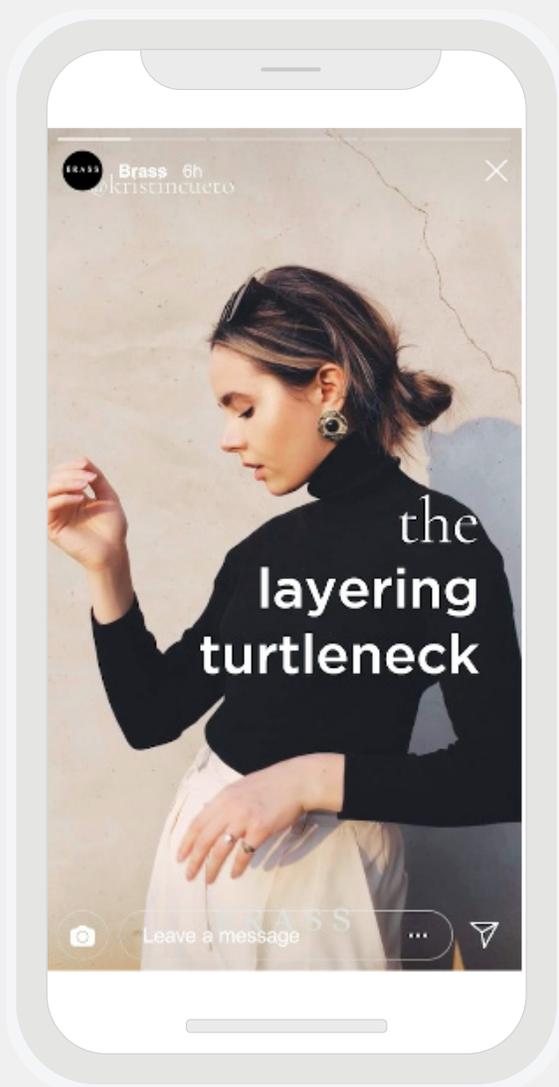
\$2m+

Revenue generated
from Facebook
Instagram



"I'm thrilled with the results that we've seen with OpenMoves. In the past month, we actually hit above our projections by 15%, which was thrilling for us. They are smart, strategic experts at PPC, and they really understand customer service and provide a great customer."

- Katie Demo, Co-Founder, Brass Clothing



The Challenge

Women's apparel has a very crowded online marketplace with many highly established competitors, brands, and distribution channels. Brass needed to identify and reach their target audience with precision, present a brand and creative message that was instantly compelling, and optimize towards tight business objectives on ROAS and CPA through a complex seasonality curve.

OpenMoves succeeded through advanced audience targeting strategies, complex technical structures in campaigns and bidding strategy, and great support from Brass in creative strategy and brand voice.

Solutions

- Advanced Audience Strategies.** The Brass target demographic had many precise characteristics that needed laser focused targeting. This included using Facebook’s detailed targeting tools to narrow by profession, education, location and more while also deploying lookalike audiences and 3rd party data sources.
- Precision Analytics and Forecasting.** The women’s apparel industry has a complex seasonal and promotional cycle, and Brass needed to project and achieve weekly goals to manage cashflow, production, and more. OpenMoves worked closely with Brass to develop a unique weekly reporting and attribution methodology.
- Shared Creative Optimization.** OpenMoves worked closely with Brass to rapidly build and deploy a large volume of unique creative messages. We leveraged the full range of Facebook formats including carousel ads, videos, static images and dynamic remarketing ads to showcase the Brass line and communicate the brand message effectively.
- Precision Facebook Mechanics.** Succeeding with Brass required not just generating reach and revenue, but hitting tight targets on ROAS and CPA. We needed to work to aggressively drive profitability through media buying. Doing this meant tight control on Facebook mechanics including bidding strategy, placement selection, dayparting, geotargeting and more.

Performance Driven Creative

A B C +

Creative A

Campaign	Performance
Campaign 1	\$8
Campaign 2	\$6
Campaign 3	\$16
Campaign 4	\$8

