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 accessories. In October 2011, Sparkle in Pink was founded 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.

THE CHALLENGE
The acquisition campaign using Facebook’s default targeting was not achieving satisfactory results at scale. The challenge was at the acquisition stage. Elumynt (Sparkle in Pink’s Agency) needed to find scalable acquisition campaigns specific to their customers.

THE SOLUTION
Seeing how Sparkle in Pink already established great retention strategies, Elumynt focused on scaling their prospecting stage of the acquisition campaign using Reveal’s Audiences. Facebook’s algorithm may have become less and less effective in finding the right users to reach, 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.

The agency needed a way to target customers, who previously engaged with the brand on Social Media, and website visitors. Haley Nixon, Sparkle in Pink’s Digital Marketing Manager, provides straightforward insights on how they can deploy the Lookalike Audiences.

The agency built two Lookalike Audiences inside Omniconvert Reveal’s platform. The first Lookalike Audience targets Sparkle in Pink’s customers. The second one targets Facebook’s first-party data along with some data from their third-party data provider.

THE RESULTS: LOOKALIKE AUDIENCES
The acquisition campaign using lookalike audiences built inside Omniconvert Reveal’s platform has generated excellent results: a 61.40% uplift in ROAS against Facebook’s default targeting.

The Lookalike Audiences based on the loyal segments of customers (Soulmates and Lovers) and Facebook’s first-party data have produced a significant edge if you want to advertise efficiently on Facebook, Instagram, and Google (among others).

Your data’s RM gain optimization is one of the most effective ways to increase your ROAS. For their collaboration with Omniconvert, Europe had the following:

- 2K Customers
- £13M in Sales
- £5.5M in MRR
- £2K in Revenue

CONCLUSIONS
Half of all digitized marketing efforts have been lacking in their return on investment. This is mostly due to the lack of strategic planning leading into the execution. The agency can improve their strategy by looking at the data to figure out what their customers are interested in.

The agency built a straightforward campaign to reach new customers while also playing to the strengths of their current brand. The agency is now able to run campaigns with the new data they have been collecting.

For their collaboration with Omniconvert, Europe had the following:

- 2K Customers
- £13M in Sales
- £5.5M in MRR
- £2K in Revenue

NIXON, HALEY - SPARKLE IN PINK

Next steps for Omniconvert and Sparkle in Pink:

- Increase their campaign budget to further optimize their Lookalike Audiences.
- Continuously test and optimize their campaigns to improve their ROAS.

**NIXON, HALEY - SPARKLE IN PINK**

This is an opportunity for them to scale their business and attract new customers. Elumynt is an award-winning team of senior-level eCommerce growth strategists. They are passionate about getting results that actually matter to their customers.