

FamePick Case Study

Ice.com

E-Commerce : Jewelry



THE STORY

Ice.com and FamePick teamed up to drive sales and lower CPA, primarily in the 25-34, female demographic. Ice.com had some experience with influencer marketing in the past, but this was limited to wall posts - not sponsored ads - with limited reach, and moved the needle for traffic but not transactions.

CELEBRITY RESEARCH

The FamePick team ran target demo data through our algorithm and returned a list of 20 influential reality stars, models and actresses that drove high engagement in the 25-34 female target market. We researched brand affinities within those 20 candidates looking for unique data points related to direct-to-consumer jewelry. The list was then narrowed down to the top 8-10 celebrities with the highest relevancy score in regards to luxury & apparel, shopping & retail, and beauty & cosmetics.



CAMPAIGN STRATEGIES

Goals: Lower CPA

Campaign launched w/ top-matched celebrity to drive CTR and shopping cart completion. Calls to action and discount types were A/B/C tested. Custom audiences built from these initial user interactions were created and targeted as well, concurrently. Second, supplemental celebrity was added mid-campaign to preempt influencer fatigue and target a secondary, emerging audience.



CPA Based Campaign

- Mobile Video
- Desktop News Feed
- Carousel Ads
- Mobile News Feed

184% OVERALL ROI

Achieved 1.84x return on their Facebook and Instagram ad spend.



3 million

Total Facebook & Instagram Impressions



10x Sharing

Avg. ad sharing increased from 25 to 250 shares per post.



31% CPA Decrease

Avg. Cost per Purchase Decrease



9 Ad Relevancy

Ad relevance increased from 6 to 9 on avg.

“ Meaningful ROI from a responsive team. FamePick delivered.

Brian A.

Digital Marketing @ Ice.com