ACTIVE DIGITAL MARKETING

CASE STUDY

WOMENSUITS.COM

6x return on ad spend for a luxury fashion brand.

WomenSuits.com sells high-end women's suits online. When sales slowed and their Facebook ads stopped paying back, we rebuilt their Facebook and Instagram program around catalog sales, a full funnel, and daily optimization.

6x
Return on ad spend

600%
Increase in sales

$15K
In monthly sales by month 12

01

About the client

WomenSuits.com is an online store serving a discerning clientele. It offers luxury, high-end women's suits for church, special events, and the other occasions where elegance matters.

Luxury suits	High-end women's suits for a discerning clientele.
Made for occasions	Church, special events, and other occasions where elegance matters.
Sold online	An eCommerce brand that relies on social media for site traffic.

At a glance

CLIENT
WomenSuits.com

BUSINESS
Luxury women's suits, sold online

CHANNELS
Facebook and Instagram

RESULTS
6x return on ad spend and a 600% increase in sales

02

The challenge

As eCommerce grew more competitive, WomenSuits.com ran into the same obstacles many online brands face.

Sales momentum slowed

Growth that once came easily started to stall.

Facebook ROAS slipped

Their Facebook ads were no longer delivering the return they needed.

Social traffic tapered off

The steady stream of visitors from social campaigns began to shrink.

Every lost visit cost sales

Fewer site visits meant fewer chances to sell, and staying competitive got harder.

03

What we did

Diagnosing the problem was the first step. Then we rolled out a plan built on our experience running high-performing Facebook ad campaigns.

1. **Focused campaigns**

   Facebook and Instagram campaigns tailored specifically to engage WomenSuits.com's audience.

2. **Catalog sales strategy**

   Catalog ads that put the brand's products front and center and turned casual browsers into customers.

3. **Full-funnel approach**

   Prospecting campaigns to reach new shoppers, paired with retargeting to bring back people who had already visited.

4. **Direct client collaboration**

   Open, frequent communication, so WomenSuits.com was always in the loop and our strategy stayed aligned with their vision.

5. **Daily optimization**

   Campaigns reviewed and adjusted every day to keep performance climbing.

04

The results

6x

Return on ad spend

Six dollars in sales for every dollar spent on Facebook and Instagram ads.

600%

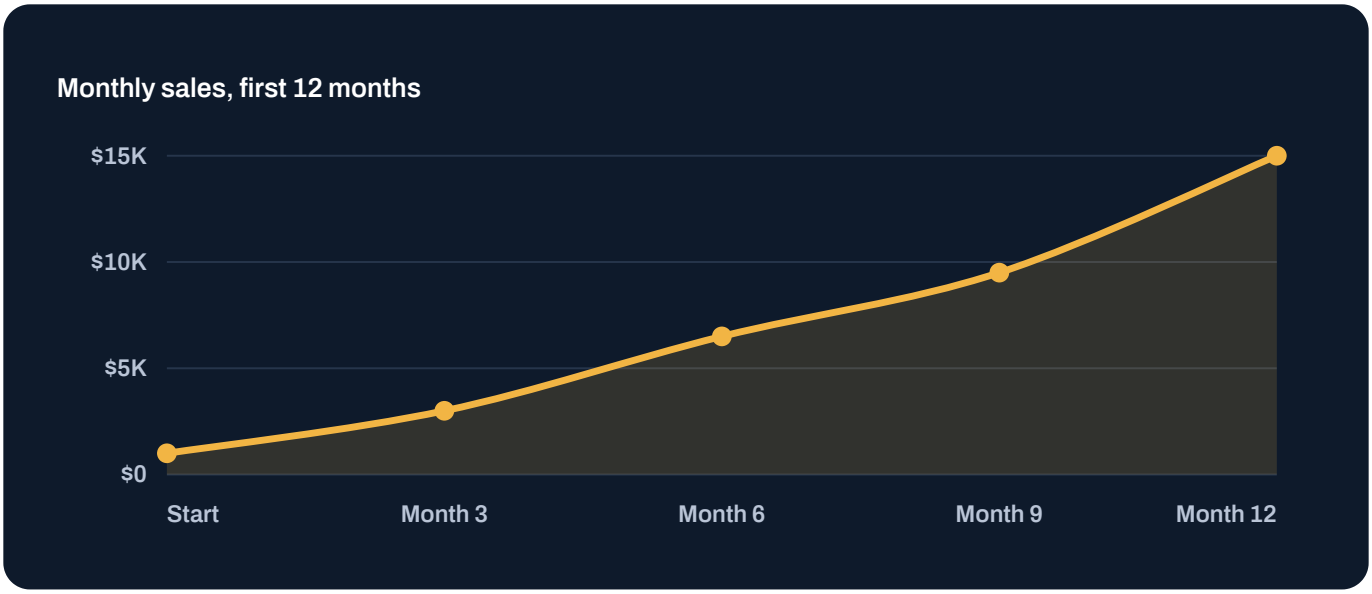
Increase in sales

Sales grew 600% as the rebuilt Facebook and Instagram program took hold.

$15K

In monthly sales by month 12

Monthly sales climbed steadily through the first year of the engagement.



> **Mitchell has helped us immensely in improving the ROAS of our ad campaigns on Facebook and Instagram. He consistently delivered exceptional service and has been responsive the entire time throughout our engagement together. We hope to continue to grow our brand with him in the meantime.**

Owner, WomenSuits.com

WORK WITH US

Want results like these?

Active Digital Marketing is a founder-led performance agency in Freehold, New Jersey. We build, run, and scale paid media for established eCommerce and lead generation brands, judged on profit, not activity.

$100K+
a day in ad spend under management

10 years
in paid media and ad management

Harvard
economics degree, marketing focus

4.9 / 5
from 265 client reviews on Upwork



Talk to Mitch Lawrence

Founder. The person who sets your strategy is the person you talk to.

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