



# SOCIAL ADS + CONSCIOUS CONSUMERISM

ZANNI

## AT-A-GLANCE

# ZANNI

ZANNI is a sustainably-sourced, made in LA clothing brand. They had already been doing pretty well in general, and pretty well via the Facebook ads they were running.

However, the brand's founder knew that they could be doing better. When she first found Digitally Enhanced Marketing, she was mainly looking for a lower cost per conversion (CPC).

Not only was Digitally Enhanced confident that we could help her achieve that. We set our sites on out-performing all of her previous social ads metrics.

**-39%**

**COST / CONVERSION**

At the program's height before signing with Digitally Enhanced, it cost the brand an average of \$70 for every order from social ads. We're on track to half that and want to go even lower.

**+12%**

**AVG. ORDER VALUE**

Beyond decreasing the average cost to convert, we've also increased the average order value for the brand at large -- not just via social orders.

**3.81**

**ROAS**

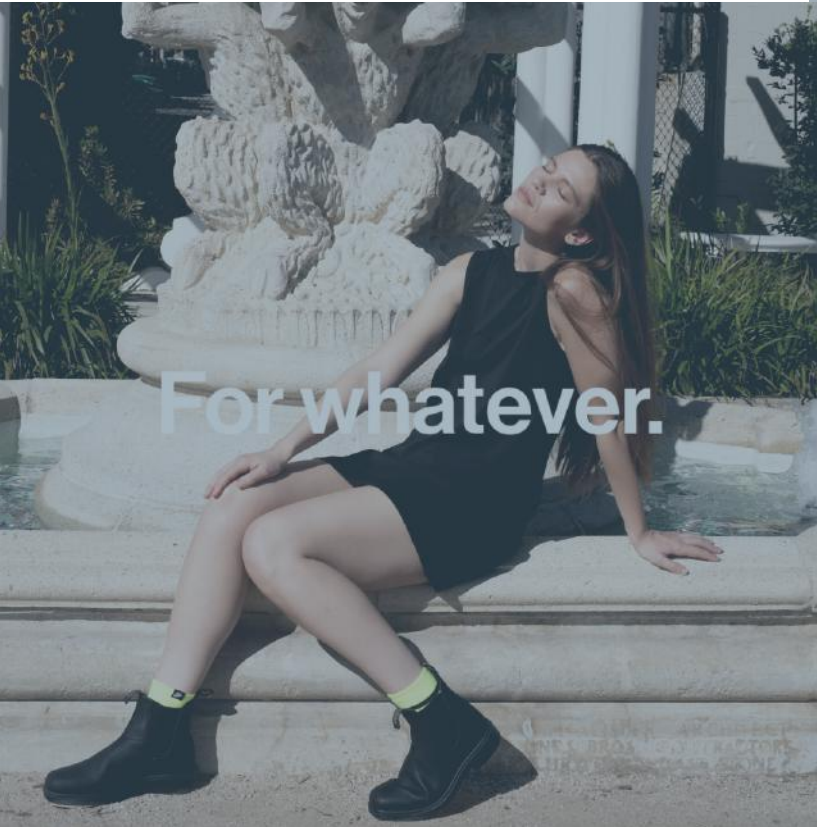
Within the first month, we not only generated a 3.81 return on ad spend, but also made enough to pay for the entire month's program, both in ad spend and management.

# THE CHALLENGE

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ZANNI's ads were already beautiful, on brand and performing. What they weren't doing was generating a strong return on investment.

We were determined to fix that.



# THE SOLUTION

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Digitally Enhanced took a surgical approach to refine the ads and ads program. Efforts included:

- Updated the ad creative
- Refined the audience segments
- Created full-funnel ads and reengagement / retargeting tactics

# THE REACTION

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Digitally Enhanced has been incredibly instrumental in helping to not only grow our sales but to improve our customer knowledge, overall messaging and sales funnel strategies.

I'm so happy I was introduced to Katie and cannot recommend Digitally Enhanced enough!

- Suzanne Brosnan, Founder & Designer