

### 8% Incremental Sales Boost w/ Perfect Product Retargeting



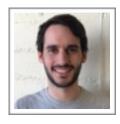
### THE OPPORTUNITY

As a platform for crowdfunding custom t-shirts, Teespring worked with a number of online marketing channels. Banner ads brought in new customers but the ROI wasn't positive; Facebook ads performed much better. They briefly experimented with another provider but found the interface difficult to navigate and customer service to be lacking. Perfect Audience offered a more supportive, hands-on experience and they decided to give retargeting another shot.

#### **About Teespring**

Teespring is a platform that allows anyone to create and sell custom teeshirts with zero upfront costs, and zero risk

www.teespring.com



The great thing about retargeting ads is that they grow with us, so as we continue to grow, and we know for X dollars spent we get X dollars back, that's going to work on any audience size

Sean Pennino - Growth Team



## THE SOLUTION

Teespring started with Facebook retargeting ads focused on getting tshirt buyers to become organizers and create their own crowdfunding campaigns, but didn't see a lot of traction. Their big insight actually came from the Perfect Audience team, who suggest Teespring instead focus on converting people who viewed shirts but didn't complete a purchase, into becoming buyers. This campaign was enormously successful and resulted in an 8% incremental boost to top line sales.

#### **About Perfect Audience**

Perfect Audience is the #1 retargeting platform for Facebook and trusted by thousands of brands for their display and social retargeting.

www.perfectaudience.com

# THE RESULTS



Dynamic retargeting resulted in an 8% incremental boost to top line sales



Maxing out their spend due to incredible ROI and impression CTR

