



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.



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

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 SOLUTION

Teespring started with Facebook retargeting ads focused on getting t-shirt 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