



CASE STUDY

Delivering a Positive ROI for a Subscription-Based Wine Company

How Q1Media secured a healthy ROI for an E-Commerce client.

Campaign Quick Facts

400%

Return on
Advertising Spend

200K

Completed
Video Views

\$160

Average Higher
Spend

2K

Clicks



About the Client

A subscription-based e-commerce purveyor of natural, organic, low-additive, sugar-free wines. The minimum sale on the client's website is ~\$180, with an average sale of ~\$300.

The Campaign Goal

Utilize display and video creative to drive e-commerce subscription sales and provide a positive ROI that is directly attributable to the campaign. Increase brand awareness among wine & healthy lifestyle enthusiasts in the client's top markets.

The campaign ran over the course of two months. Throughout the 60-day flight, Q1Media performed tactics, creative asset, and ad size optimizations.

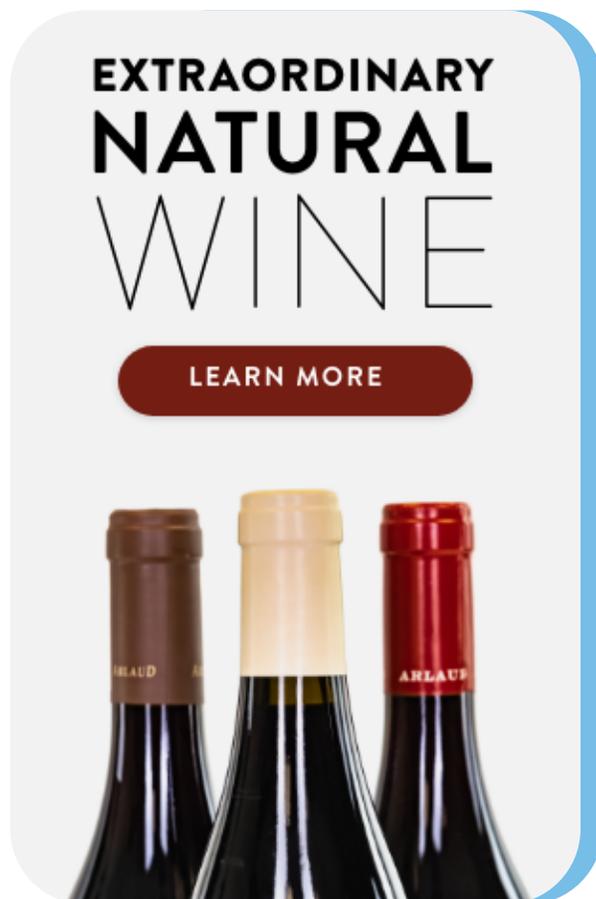
Strategy

Q1Media completed initial research prior to the campaign launch to gain insight into the brand's niche audience: wine and healthy living enthusiasts ages 21+. Following the pre-campaign research, multiple tactics were implemented to test several sets of display and pre-roll video assets, including search retargeting, lookalike audience, contextual targeting, and site retargeting.

After initially optimizing to CTR and VTR, Q1Media and the client amended the strategy to optimize conversions.

Results + Success

Over the campaign's final two weeks, Q1Media's targeting, optimizations, and campaign management achieved a \$50 CPA and a **return on ad spend (ROAS) of over 400%**. CPA for the duration of the campaign was under \$90. Throughout the campaign, Q1Media delivered **over 2,000 clicks** (\$8.49 CPC) and **over 200,000 completed video views** for the secondary brand awareness KPI.



Sample Creative