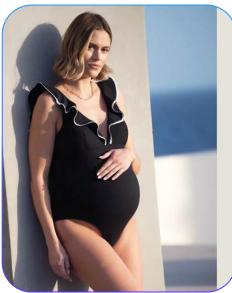# FOSPHA

The Fabric of Growth

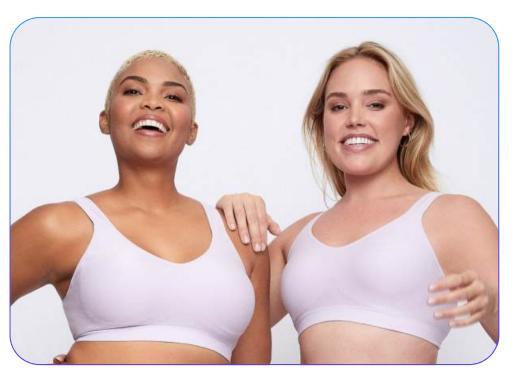A practical guide to full-funnel marketing for retail fashion brands.

Contents

The importance of taking a full-funnel approach

More than ever, retail brands face the challenge of balancing short-term demand capture with long-term demand generation.

While most brands agree that a healthy channel and funnel mix is the obvious strategy, in reality, brands often skew heavily toward demand capture, struggling to unlock ad dollars for upper-funnel campaigns.

What causes this imbalance?

At its core it is a measurement problem. Last Click undervalues demand generation activities. MTA indexes towards the bottom-of-funnel due to signal loss in customer journeys.

This means brands have no way to measure the impact of upper funnel investment and hence spend the majority of their budget converting existing demand. While Conversion campaigns deliver results in the short term, they don't grow future demand, meaning fashion brands end up spending more and more trying to convert the same demand pool. In the long term this drives up CAC, hurts profitability, and ultimately kills businesses – at Fospha, we refer to this the 'bottom-of-funnel trap'.

Future
Customers

Current
Prospects

Existing
Demand

Signal loss here due to privacy and data disruptions

Brands spend most of their budget here as MTA solutions index credit towards BOF

This playbook offers:

Actionable strategies across key marketing channels

Essential data to fuel your growth

Expert top tips, inspiring success stories from leading fashion retailers

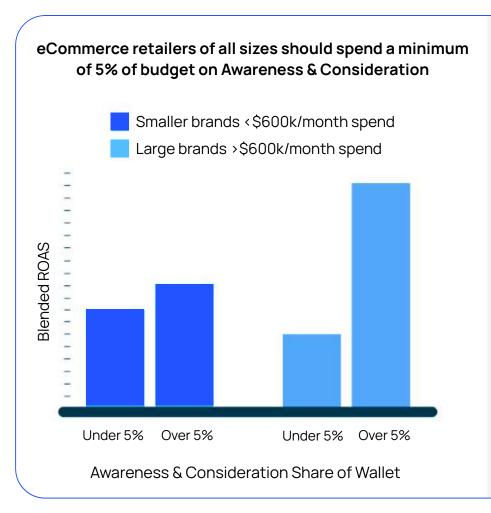# How much should I invest in Awareness & Consideration?

Fospha's data reveals that brands should allocate **at least 5% of their budget to Awareness & Consideration** to maximize performance. Brands exceeding this threshold consistently achieve significantly higher ROAS.
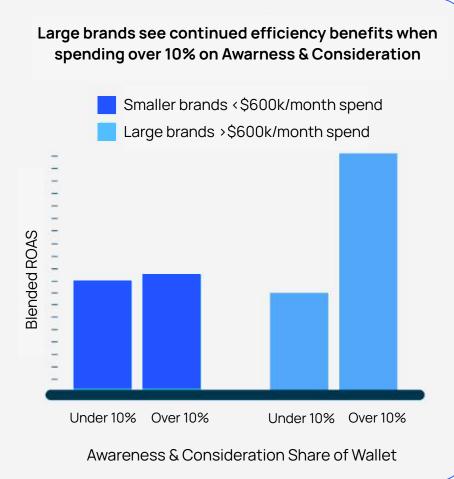
- Small brands (spending below $600k per month) see a **22% boost in ROAS** when spending more than 5% on Awareness & Consideration.
- Large brands (spending $600k or more per month) experience even greater benefits, with **218% higher ROAS** when surpassing this 5% threshold
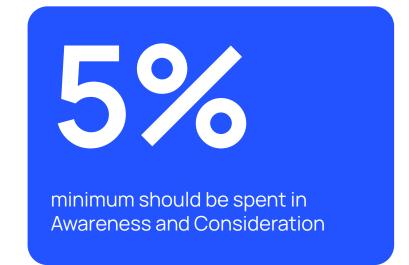
Key takeaway

For large brands, the advantages continue at higher investment levels. Those dedicating **over 10% of their total digital budget** to these campaigns report **110% higher ROAS** than those spending under this threshold.

Note: this is blended data, and the optimal spend level for Awareness & Consideration will vary between different ad platforms.

eCommerce retailers of all sizes should spend a minimum of 5% of budget on Awareness & Consideration

■ Smaller brands < $600k/month spend
■ Large brands > $600k/month spend

Blended ROAS

Under 5% Over 5%   Under 5% Over 5%

Awareness & Consideration Share of Wallet

Large brands see continued efficiency benefits when spending over 10% on Awarness & Consideration

■ Smaller brands < $600k/month spend
■ Large brands > $600k/month spend

Blended ROAS

Under 10% Over 10%   Under 10% Over 10%

Awareness & Consideration Share of Wallet

5%
minimum should be spent in Awareness and Consideration

10%+
is optimal for larger brands spending 600k+

How many channels should I be spending in?

Diversification is a hot topic in eCom. Fospha sought to investigate the extent to which the data supports channel diversification as a fruitful strategy for 2025.

To test this, we assessed brands spending across three groups: 0-7 channels, 8-10 channels, and 11+ channels. Our data shows that diversifying ad spend across multiple channels leads to more efficient returns and reduced costs compared to spending in fewer channels.
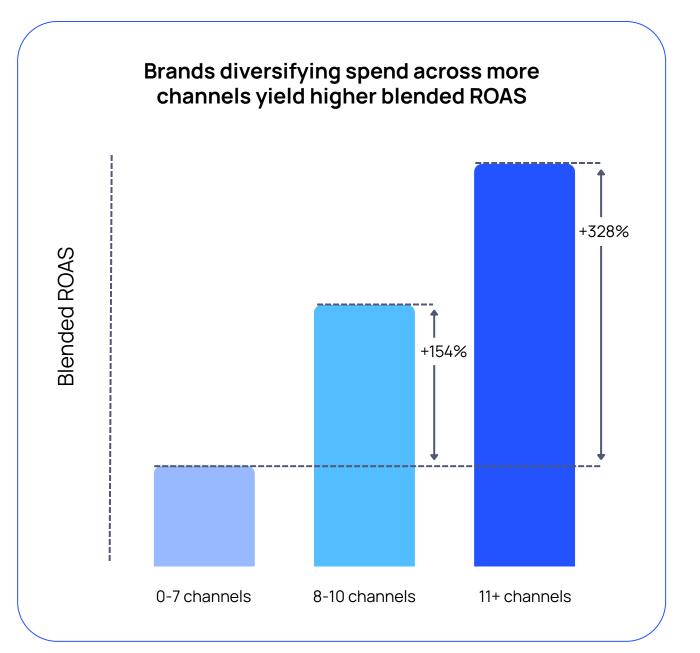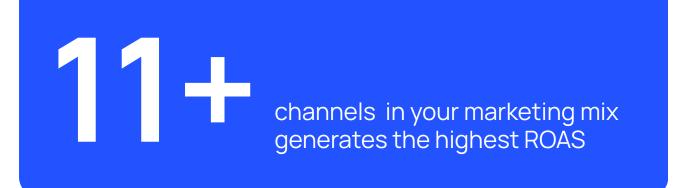
Brands spending in >8 channels achieve the highest blended ROAS, with an impressive 154% increase for those spending in 8-10 channels, and a remarkable 328% rise for brands spending in 11 or more channels compared to brands spending in fewer channels.

By diversifying across multiple platforms, brands secure higher ROAS by broadening audience reach. This then reduces the diminishing returns associated with spending in over-saturated platforms.

"Your customers aren't using only one platform - **your budget shouldn't be either.**"

Dan Sava,
Founder,

NEON GROWTH

Brands diversifying spend across more channels yield higher blended ROAS

Blended ROAS

+328%

+154%

0-7 channels   8-10 channels   11+ channels

11+
channels in your marketing mix generates the highest ROAS
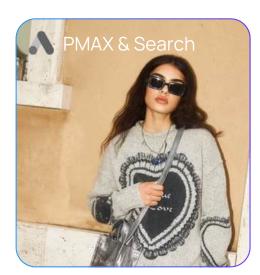
Key marketing channels for retail fashion
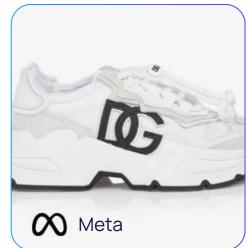
Ready to discover how to best leverage individual marketing channels? The following section provides a detailed breakdown of the major digital platforms and actionable strategies to drive growth for your fashion brand.

Inside this section:

- **Channel Deep Dives:** Uncover actionable strategies tailored for fashion brands on each key platform.
- **Growth Levers:** Learn how to effectively harness the unique power of each channel to drive results across the full funnel.

PMAX & Search

Meta

Snapchat

Pinterest

TikTok

YouTube

Sparking Demand in Google with YouTube

Google Ads remains a dominant force in online advertising, offering a suite of solutions to reach and convert shoppers.
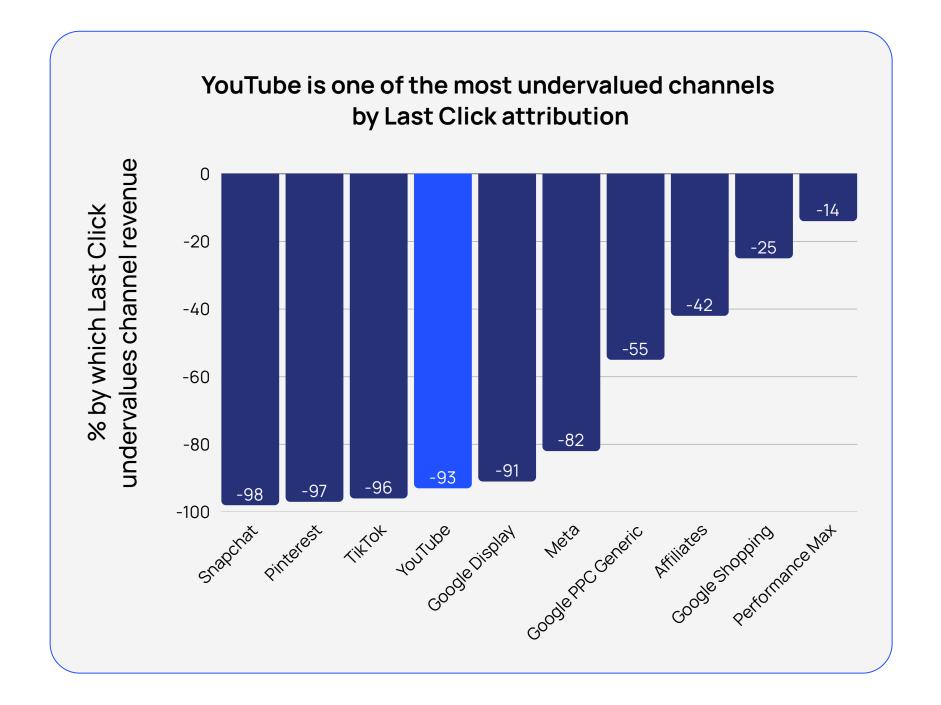
While Google's bottom-of-funnel demand capture solutions (Performance Max, Search, and Paid Shopping) are hugely scalable and effective conversion drivers, sustainable growth doesn't come from harvesting demand alone.

YouTube, built for upper-funnel activation, has become a hugely exciting channel in the Google arsenal, playing a foundational role in driving future performance across your entire Google strategy.

It is a major platform for brand and product research: twice as likely to be used for this purpose than any other platform, but still remains underutilized by brands - making it a huge opportunity to get ahead of competitors.

-93%

How much Last Click undervalues YouTube by

2X

more likely to be used for brand and product reasearch than any other platform

YouTube is one of the most undervalued channels by Last Click attribution

% by which Last Click undervalues channel revenue

Channel	Value
Snapchat	-98
Pinterest	-97
TikTok	-96
YouTube	-93
Google Display	-91
Meta	-82
Google PPC Generic	-55
Affiliates	-42
Google Shopping	-25
Performance Max	-14

As an impressions-based, visual platform, YouTube's true contribution is often missed by Last Click attribution. For fashion brands looking to understand and optimize their YouTube presence, adopting a full-funnel measurement solution is key. This allows you to accurately assess the channel's performance, helping to justify and secure channel budgets.
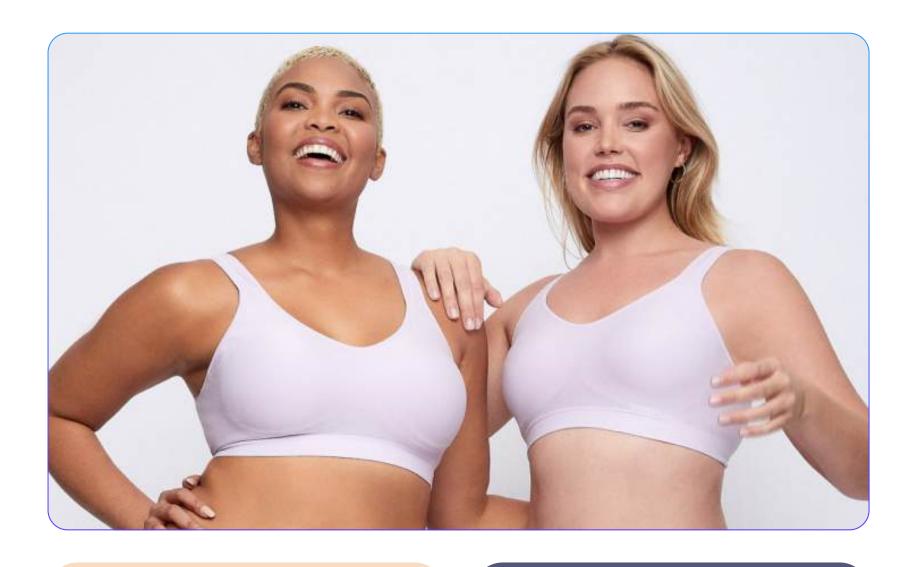
Underoutfit: A YouTube Success Story

Underoutfit, an innovative D2C brand known for comfortable shapewear and undergarments, needed to scale its marketing spend efficiently during rapid growth.

Prior to Fospha, Underoutfit was heavily focused on scaling Meta conversion activity but started running out of headroom to scale profitably without sufficient demand generation.

Fospha revealed that Underoutfit's YouTube's ROAS was **5X higher** than their Last Click attribution had reported.

In March they scaled their spending across upper-funnel channels, **increasing their YouTube spend by 315% month-over-month**.

By strategically scaling their YouTube presence, alongside TikTok, as part of a data-driven, full-funnel approach, Underoutfit achieved a 70% increase in weekly revenue within two months, reduced blended CAC by 15%, and unlocked more profitable headroom in their Meta conversion activity.

70%
increase in weekly revenue within two months

15%
reduced blended CAC

Top Tips for YouTube Creative

To help create effective video ads, Google recommends the ABCD framework:

Attention:
Capture viewer interest quickly

- Start the video with the most compelling content to grab the viewer's attention
- Keep visuals bright and high-contrast

Branding:
Establish the brand early and consistently

- Feature the brand prominently in the first few seconds and maintain its presence
- Reinforce brand recognition by reinforcing it both visually and mentioning it audibly

Connection:
Create a personal connection with the audience

- Use relatable characters, emotions, and narratives to make the ad feel more personal and engaging
- Focus the message: Tailor the content to resonate with the specific interests and needs of the target audience

Direction:
Provide a clear call to action

- Boost CTAs with audio:
- Use spoken cues to reinforce the call to action and increase the likelihood of response

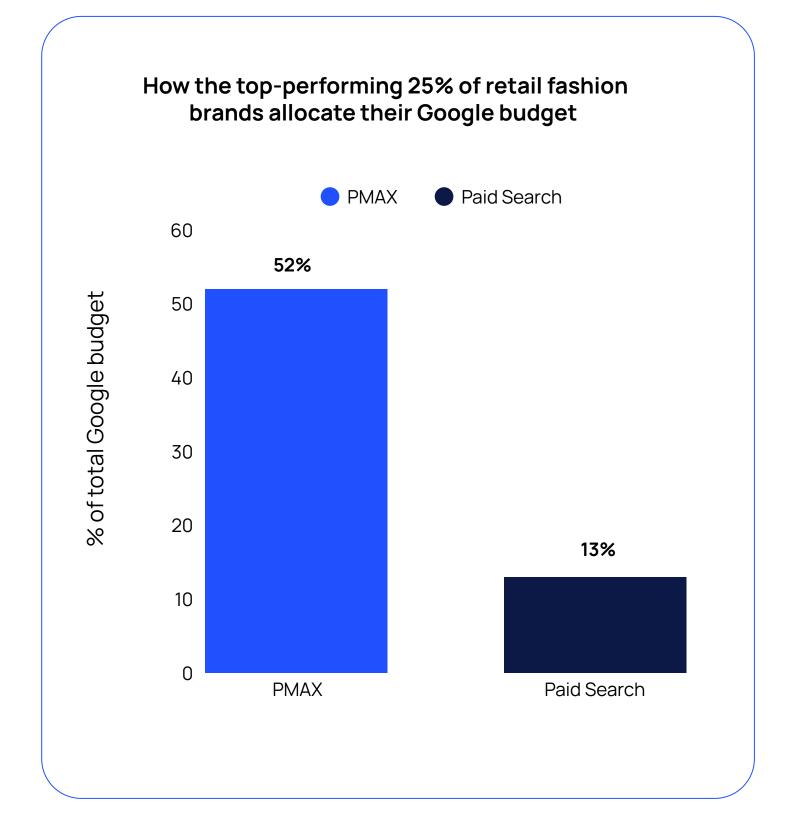# Capturing Demand in Google with PMAX & Paid Search

Finding the right balance between PMAX and Paid Search

To understand the strategies of top-performing brands, we segmented for the top 25% of fashion brands by blended ROAS. Our analysis revealed that these high-performing brands allocate their Google budget in a strategic balance, with **52%** invested in PMAX and **13%** devoted to Paid Search.

Note that this study included only Retailers, where we would expect the distribution of investment to be skewed towards PMAX, through which Shopping inventory is managed.

This data highlights an important evolution in digital marketing: effective brands are finding value in leveraging AI-powered campaign types like PMAX, which can enhance efficiency by reducing campaign management time. Meanwhile, maintaining spend in Paid Search enables precision targeting that provides essential visibility in high-intent moments.

These complementary approaches work together, creating performance synergies that boost blended metrics.

How the top-performing 25% of retail fashion brands allocate their Google budget

● PMAX   ● Paid Search

% of total Google budget

- 60
- 52%
- 50
- 40
- 30
- 20
- 13%
- 10
- 0

PMAX   Paid Search

END. Clothing: PMAX and Paid Search success

END., a high-end streetwear retailer, relied on Performance Max and Paid Search for traffic and revenue but struggled to measure their individual and combined impact

END. needed:
- Executive buy-in: Prove the value of their Google Ads to justify increased investment.
- Smarter budget allocation: Optimize spend across Google Ads, Paid Social, and Affiliates.

END. onboarded with Fospha for full-funnel measurement and could finally validate the value of these channels.

END then more than **2X'd** PMAX and Paid Search spend in 2024, with this change contributing to a huge **84% uplift in blended revenue YoY**.

84%

improved blended revenue year-over-year

"Introducing an impartial, full-funnel tool to come in and 'mark Google's homework' really helped us justify our increased investment in PMAX & Paid Search."

Jamie Degiorgio,
Head of Performance Marketing, **END.**

The power of a full-funnel Meta strategy

In Fospha's State of eCommerce report for H2 2024, we found that Meta continues to gain ground with 14% spend increase YoY, despite already comprising almost half of marketers' budgets.

Performance remains strong, with Meta maintaining the 2nd lowest CAC of the major channels.
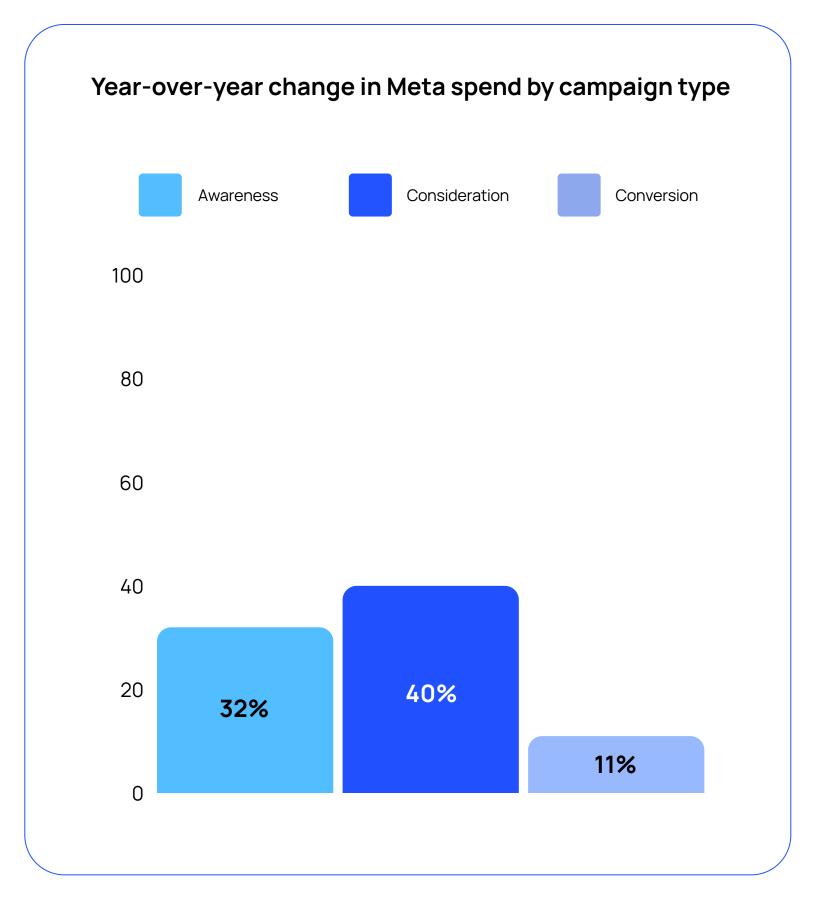
Full-funnel is key

Brands are beginning to invest more across the entire Meta funnel. Spend in Consideration activity is up **40%**, while spend in Awareness activity is up **32%**.

To continuously create growth headroom in this channel, brands must embrace a full-funnel approach. This ensures demand is constantly being created, always leaving demand to capture.

NEON GROWTH

"Only a small share of customers are ready to buy immediately - **full-funnel Meta lets you build future demand early, often at a fraction of the cost.**"

Year-over-year change in Meta spend by campaign type

Awareness   Consideration   Conversion

100	
80	
60	
40	
20	32% 40%
0	11%

Childrensalon's Meta Success

Childrensalon, a premium children's fashion retailer, aimed to grow its presence in the UK market by scaling upper-funnel campaigns. However, they struggled to measure their true effectiveness due to limitations in Last Click attribution.

By using Fospha's Spend Strategist forecasting tool, they uncovered significant opportunities to scale Meta Prospecting Consideration and Advantage+ campaigns. The data showed that increasing spend would not only boost volume but also improve efficiency.

As a result, ChildrenSalon increased its Meta investment, leading to a **30% improvement in ROAS** for Prospecting Consideration campaigns. Fospha's measurement showed **33X more conversions** from Consideration activity compared to Last Click attribution.

They also increased Advantage+ spend by **32%**, which resulted in a **45% ROAS improvement**.

45%

ROAS improvement

"We always believed our upper-funnel activity was driving real impact, but Last Click attribution made it difficult to see the full picture. **With Fospha's data, we could invest in Meta with certainty, knowing we were making the right decisions to drive growth."**

Nikki Towler
Head of Digital & Marketing, **Childrensalon**
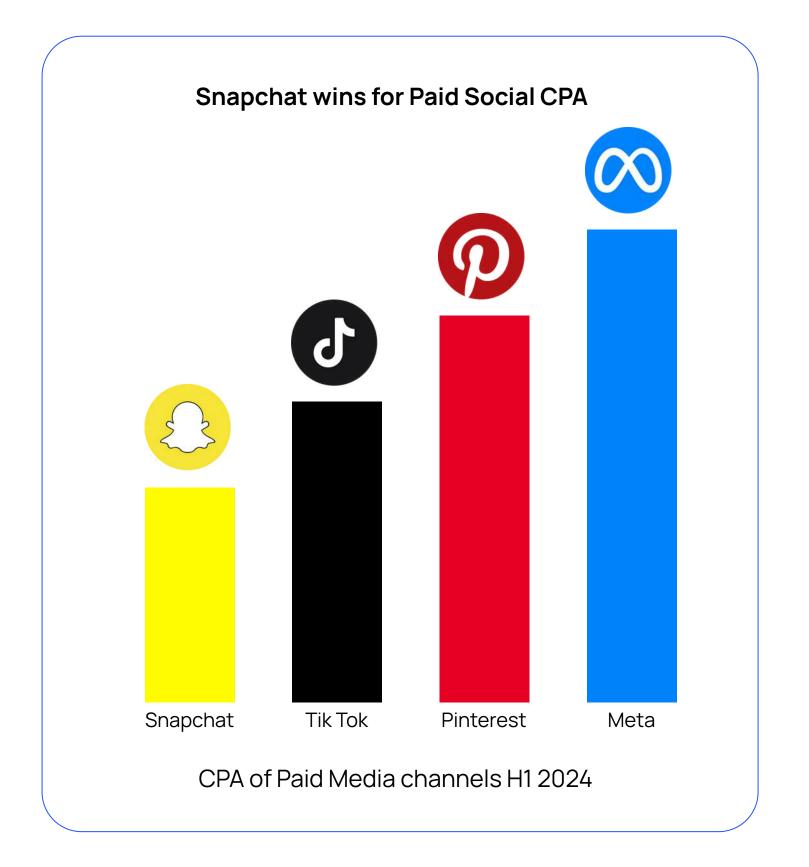
Efficient growth in Snapchat

Fospha's research shows that Snapchat offers brands impressive opportunities to drive efficient, profitable growth.

Strong efficiency

Despite being one of the fastest growing channels for spend YoY, Snapchat averaged amongst the highest cross-channel ROAS in H1 2024 and delivered the lowest CPA among Paid Social channels.

Strong headroom for profitable growth

Brands aren't anywhere near maxing out their opportunity in the platform. Our predictive forecasting tool, Spend Strategist, demonstrates that Snapchat has huge potential for profitable further growth, with **78%** headroom remaining.

Snapchat wins for Paid Social CPA

Snapchat   Tik Tok   Pinterest   Meta

CPA of Paid Media channels H1 2024

Oh Polly: A Snapchat Success Story

Oh Polly is a fast-growing, women's fashion retailer which has rocketed to success with a savvy social-media and influencer-first strategy. When Oh Polly onboarded with Fospha, their key goal was to continue sustained growth, particularly in the US market.

Stage 1: Opportunity Identified
Oh Polly used Fospha's data to identify Snapchat as a promising channel for growth in the US market.

Stage 2: Channel Testing
Oh Polly tested Snapchat with increased spending. In a 21-day test they scaled spend by **85%**. The channel performed optimally at higher spend levels, resulting in a **25% improvement in Customer Acquisition Cost (CAC)**.
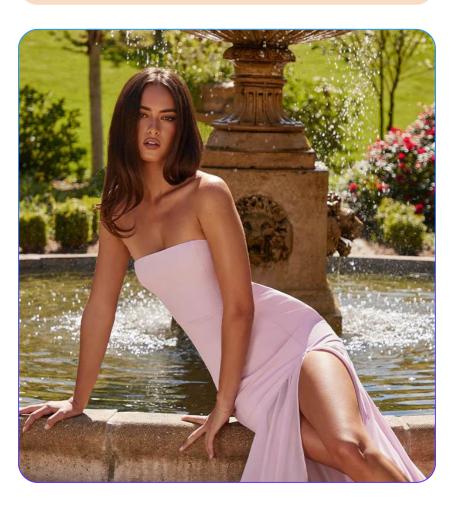
Stage 3: Efficient Scaling
Oh Polly integrated Snapchat into their always-on strategy, scaling it into one of their most efficient US channels. Within 60 days, blended revenue for the US market was up 46% while still hitting CAC and ROAS targets.

25%

improvement in Customer Acquisition Cost (CAC)

Top Tips for Snapchat

Spend full-funnel

Spending across all campaign types in Snapchat is key for optimal efficiency.

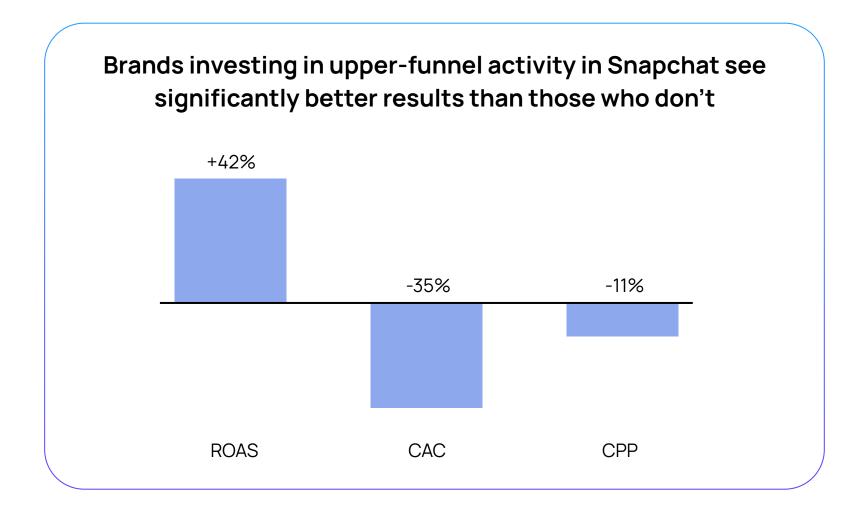Fospha data sees that brands who expand into Awareness and Consideration in Snap see **42% better channel ROAS** and **35% lower CAC** than brands who are focused in Conversion activity.

Brands investing in upper-funnel activity in Snapchat see significantly better results than those who don't

+42%

-35%

-11%

ROAS   CAC   CPP

Craft compelling creatives built for scale

Make ads feel native to Snapchat

- Mirror the bite-sized, linear storytelling of Snaps. Aim for 5-6 second ad durations.
- Ads that feature user-generated content (UGC) or Snapchat-inspired features tend to feel more conversational and are often viewed in full.

Design for sound on

Most Snapchat ads are viewed with sound on, so include audio elements like customer testimonials or voiceovers.

Scale horizontally

Lone top-performing campaigns and stack multiple ad sets within one campaign, making minor adjustments to boost testing.

Test new ad formats

Test against the same audiences to compete in more auctions and increase visibility.

Oh Polly ⭐

4k

24

@ohpollyltd's ...

Snapchat @ohpollyltd

TikTok: A product discovery powerhouse

TikTok has rapidly grown to the 2nd largest Paid Social channel by spend and there's no sign of growth slowing down either. Despite spend growth, TikTok keeps delivering results, in particular with new customer acquisition.
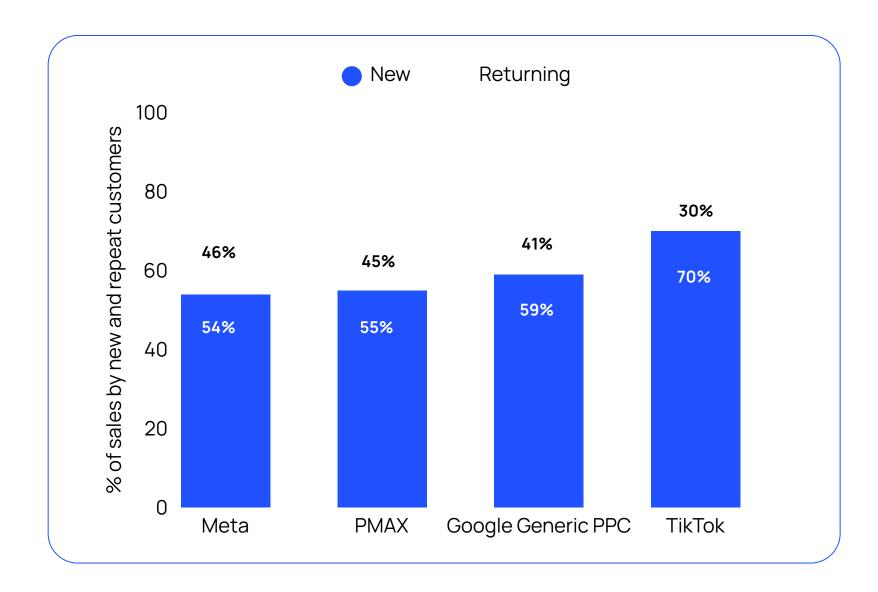
A product discovery powerhouse

It's no secret that TikTok is a powerful tool for product discovery, overtaking Google for certain apparel searches.
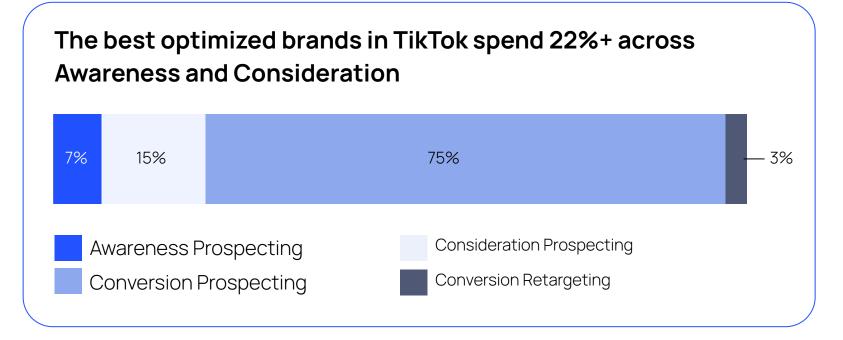
Amongst high-spend channels, TikTok takes the crown for new customer acquisition, with **70%** (on average) of purchases driven by the platform being from new customers.

The optimal budget balance in TikTok

The best optimized brands in TikTok (i.e. strongest CPA) adopt a full-funnel approach. They spend **22%**+ in Awareness & Consideration activity, more than **1.5X** the average.

Spending further up the funnel lays the foundation for sustainable growth – you'll continuously generate demand, so there will always be demand left to capture with Conversion activity.

New   **Returning**

% of sales by new and repeat customers

	New	Returning
Meta	54%	46%
PMAX	55%	45%
Google Generic PPC	59%	41%
TikTok	70%	30%

The best optimized brands in TikTok spend 22%+ across Awareness and Consideration

7% | 15% | 75% | 3%

■ Awareness Prospecting
■ Conversion Prospecting
□ Consideration Prospecting
■ Conversion Retargeting

Represent: TikTok-driven growth strategy

Streetwear brand Represent transformed its marketing approach to capitalize on TikTok's potential, harnessing the channel over peak period to unlock huge year-on-year growth.
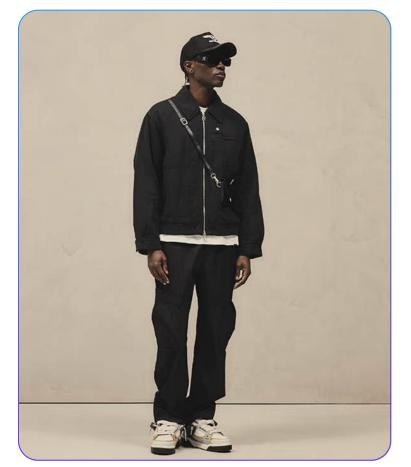
Stage 1: Identifying the Opportunity
- In October 2023, Represent switched to Fospha and discovered that their TikTok's ROAS was **380% higher** than Last Click attribution had reported.
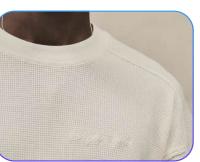
Stage 2: Pre-Peak Investment
- Seeing the opportunity, Represent **increased TikTok spend by 2.3X** during the Black Friday period to capitalize on the platform's effectiveness.
- Represent saw **71% higher blended revenue year-over-year**.

Stage 3: Continued Growth
- Even when spend returned to normal levels post-Black Friday, Represent continued to gain strong conversion numbers through TikTok.
- In December 2023, they had **66% higher TikTok conversions** than in the previous December.

71%

higher blended revenue year-over-year

"Before Fospha, we considered turning TikTok off, as we had no evidence of its impact. Once we saw that 380% higher ROAS – we followed the signals and ramped spend for Black Friday. We saw a bump in revenue even at blended level, and **TikTok is now one of our top channels for consistent demand gen.**"

Harrison Kirkness
Digital Marketing Manager, **Represent**

Pinterest: From Pins to Profit

Pinterest is one of the most undervalued Paid Social channels by Last Click, driving 97% more revenue than Last Click reports.

Despite often representing a small share of marketing budgets, its inspiration-focused content is uniquely positioned for fashion advertising, making it a valuable opportunity for retail fashion brands looking to diversify their marketing mix.

How Seraphine Unlocked Efficient Growth with Pinterest Ads

Seraphine is a leading maternity brand renowned for its stylish, comfortable clothing designed for both expecting and new parents.

Before onboarding with Fospha in November 2023, Seraphine already spent a small portion of their budget on Pinterest ads, but struggled to demonstrate the channel's value as Last Click only captured 3% of the conversions that Pinterest drove.

Once Seraphine could see the untapped opportunity in Pinterest, they wasted no time scaling the channel. Just over 6 months later, channel spend was up by **590% year-over-year**. The decision paid off and Pinterest proved to be highly scalable.

Channel ROAS improved by 96% at higher spend levels, meaning channel revenue was up **13X year-over-year**.

97%

more revenue than
Last Clicks reports

"**A big goal for us was to diversify our channel mix to de-risk the business.** Fospha's data helped us to do this by comparing efficiency across channels to find opportunities to scale channels with a smaller share of wallet, which we did with Pinterest."

Henry Linney,
Performance Marketing Director, **Seraphine**
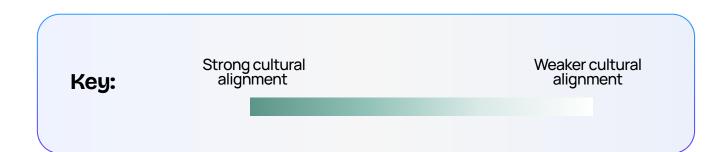
Which channels are right for my brand?

Dan Sava,
Founder of Neon Growth

Diversifying across channels is key - and Fospha's data very clearly shows the contribution on ROAS and efficiency.

Performance improves further when brands align with each platform's native audience culture.

The heatmap on this page also reflects cultural fit - helping brands navigate where to expand first.

See the next page for a full run-down of how to decide which channels are right for your brand.

Key:
Strong cultural alignment   Weaker cultural alignment

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Apparel Cultural Heatmap

	Youth or Fast Fashion	High Heat Drops	Mid-Range (Everyday)	Lifestyle	Luxury
Leaders					
Meta (Instagram & FB)					
Google Shopping/Search					
YouTube (including Shorts)					
AppLovin					
TikTok					
Connected TV (CTV)					
Emerging					
Snapchat					
Twitch					
X					
Reddit					
Pinterest					
Native (Outbrain/Taboola)					
Retargeting					
Criteo					

Which channels are right for my brand?

For trend-driven brands, TikTok stands out as a powerhouse - combining mass reach with cultural relevance. It's become a must-have for fashion brands looking to spark discovery, influence buying behavior, and stay ahead of what's next.

Reddit, X, and Twitch are fast-moving, community-led platforms where real-time launches and high-heat drops gain traction quickly.

Snapchat and Pinterest offer affordable reach into Gen Z and planning-focused shoppers.

Meta and Google continue to deliver scale and conversion, but work best when paired with upper-funnel platforms like TikTok to continuously create demand.

To unlock full performance across this landscape, creative must be tailored to each platform's tone, format, and audience - especially on culture-driven channels like TikTok, Reddit, AppLovin, and Snapchat.

NEON GROWTH

Created in collaboration with Neon Growth - helping brands win by aligning full-funnel media strategy with creative that's built to belong on every channel.

Key Takeaways

1 The Power of Diversification

- Brands should allocate **at least 5% of their budget** to Awareness & Consideration, with larger brands seeing optimal ROAS improvements when **exceeding 10%**.

- Spending across **11+ marketing channels** generates significantly **higher blended ROAS**, indicating that broader reach and reduced diminishing returns from over-saturated platforms are crucial.

2 Channel-Specific Strategies

- Last Click attribution undervalues many channels; **full-funnel measurement is critical** to assess true performance and justify upper-funnel spend.

- Sustainable growth requires **investing beyond short-term demand capture**, with channels like YouTube, Meta, Snapchat, and TikTok proving highly effective for sparking demand, brand/product discovery, and **driving new customer acquisition through Awareness and Consideration activities**.

- Top-performing brands optimize performance by **strategically balancing spend across channels and campaign types**, leveraging each platform's unique strengths for synergistic results.

3 Channel Selection Insights

- **Cultural Alignment is Key:** Performance improves significantly when brands align with each marketing platform's native audience culture.

- **Tailor Creative to Platform & Audience:** To unlock full performance, creative must be tailored to each platform's tone, format, and audience, especially on culture-driven channels like TikTok, Reddit, AppLovin, and Snapchat.

More from Fospha

Halo
Report

Discover the halo effect of non-Amazon Paid Ads on Amazon Sales

Growth
Accelerator Guide

Full-funnel strategies, frameworks, and benchmarks for sustainable growth in 2025

Google
Demand Gen and YouTube Playbook

Spark demand, fuel discovery, and amplify downstream performance through full-funnel investment

FOSPHA

The Fabric of Growth

fospha.com

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