

BRIGHT AGE CAPITALIZES ON THE POWER OF FACEBOOK ADVERTISING AND ITS INCREDIBLE TARGETING ABILITIES TO BOOST E-COMMERCE SALES FOR CLIENT JERKFIT.

JERKFIT WAS SEEKING TO INCREASE PRODUCT SALES BY DRIVING TRAFFIC FROM FACEBOOK TO THEIR WEBSITE, AS WELL AS GAIN RECOGNITION AND POPULARITY IN NEW COMMUNITIES THAT WERE PREVIOUSLY UNFAMILIAR WITH THE BRAND.

Background

JerkFit sought to create a product that would prevent hands from rips and tears, as well as add wrist-support during weightlifting and workout routines. Utilizing a cutting edge and functional design, the WODies fitness gloves were created. The WODies are hand-made in the United States using only high-quality materials that are washable and durable. Through quality control of a premium product, they grew into the top selling glove for fitness worldwide.

Challenge

Based on customer reviews and initial sales growth, JerkFit knew they had a product that worked. Now, their objective was to introduce them to as many people as possible to grow exponentially. However, because they are such a unique product, the goal is getting them in front of the right people. There is a high demand for workout gloves, but not if you show them to the wrong audience. JerkFit needed a way to market their WODies to a hyper-targeted audience that would directly convert into trackable sales on their website.

Solution

Bright Age Digital Creative Agency developed an advertising campaign for JerkFit that utilized a variety of Facebook's strategic targeting abilities. First, by installing a Facebook Pixel on their website, each visitor can be tracked and their conversions can be credited to the source they came from.

Next, Bright Age created several target audiences to track which audience had the lowest cost per conversion. This entailed differing ad sets for men and women, as well as for people interested in weightlifting versus CrossFit. On top of this, a Lookalike Audience was generated by taking all the previous sales on the website and using Facebook's algorithm to identify similar people. Through daily optimization and monitoring of the campaign, the budget was reallocated to whichever audience was receiving the best results.

Results

By strategically allocating and optimizing the budget, JerkFit yielded amazing results. During the first month with Bright Age managing their advertising, their Facebook page received over 1.4 million impressions, over 4,500 post engagements, and over 8,800 link clicks to their website. On top of this, their Facebook Page Likes grew by over 24% during that month. Their primary objective of was to boost sales on their website, which was achieved with great success as product sales increased by over 20% from the same month of the previous year. With a low cost per conversion and a trackable return on investment, JerkFit sees the power of Facebook advertising and will continue to invest in it as well as Bright Age's services.

CAMPAIGN RESULTS



WEBSITE SALES GROWTH
+20%



PAGE LIKES GROWTH
+24%



MONTHLY IMPRESSIONS
1.4 MILLION



ENGAGEMENTS
4,522

