

Lohre & Associates

In the dynamic landscape of online sales, our agency client, **Lohre & Associates**, embarked on a journey with a clear objective: to increase online sales by 50% over a span of two years for their client, Duracable.

THE OBJECTIVE

Lohre & Associates' goal was straightforward but ambitious: propel online sales by 50% within two years for their client, Duracable. To achieve this, the focus extended beyond mere visibility to a comprehensive strategy encompassing a broad range of online tactics.

THE SOLUTION

Target audiences were meticulously identified based on product categories. This involved a strategic blend of first-party and third-party data to formulate effective targeting strategies. A multifaceted targeting strategy unfolded, incorporating behavioral, retargeting, and contextual targeting. Specific campaigns and creatives were tailored to diverse promotions, strategically boosting sales across different product categories.

Despite constituting only 3-5% of the monthly visitor traffic, the traffic driven to the site through the campaign substantially impacted 25-50% of online sales. The Return on Advertising Spend (ROAS) ranged from 5x to 20x, a testament to the efficiency of the strategy. This outcome was attributed to collecting user data via the Choozle Smart Container Tag, consolidating insights from all website visitors driven by various media sources. The online revenue saw a 65% increase over the two-year advertising period, surpassing the initial goal of a 50% boost. This success has paved the way for future expansions, with plans to set even more ambitious goals in the upcoming years. The surge in demand prompted the expansion of the factory's production to three shifts, underscoring the tangible impact of the advertising efforts on Duracable's overall business operations.



KEY RESULTS

20X
ROAS

25-50%
MONTHLY ONLINE
SALES FROM
CHOOZLE CAMPAIGNS

65%
INCREASE IN ONLINE
REVENUE