



SINGLE GRAIN & **SUPERPLASTIC** ⚡

E-COMM

CASE STUDY

Doubling ROAS for Superplastic by Capitalizing on Their Product Drops

3.02 in June

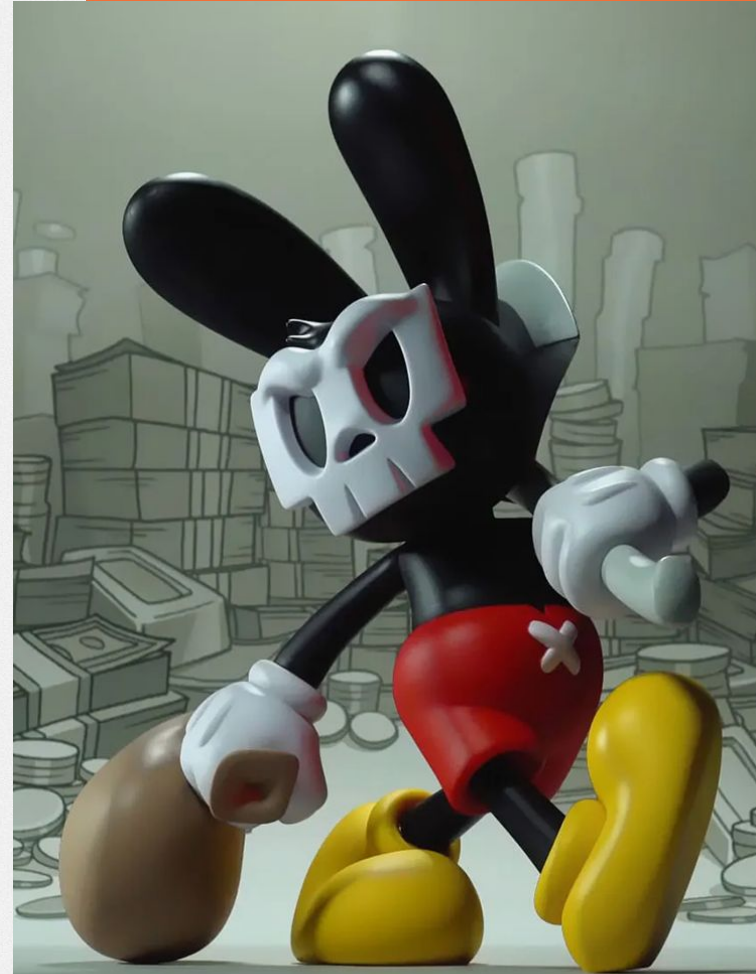
Increase in purchases from email

6.13 in July

2x ROAS Increase Across All Channels →

The Challenge

Superplastic drops new products on a monthly basis. They often see big surges in ROI during these product launches, and we believe that they can capitalize on the success of these drops even further.



Our Goal

**Increase ROAS by
Capitalizing More On The
Success Of The Product
Drops**





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Campaign 1

Superplastic has historically waited for products to drop before running ads for them. We chose to run ads ahead of the drop to build anticipation and excitement.

Since Superplastic has a high email conversion rate compared to other channels (Paid Social, Search, etc), we took this and ran a Meta Lead Gen campaign collecting emails.

We ran it 4 days before their first product drop in July.

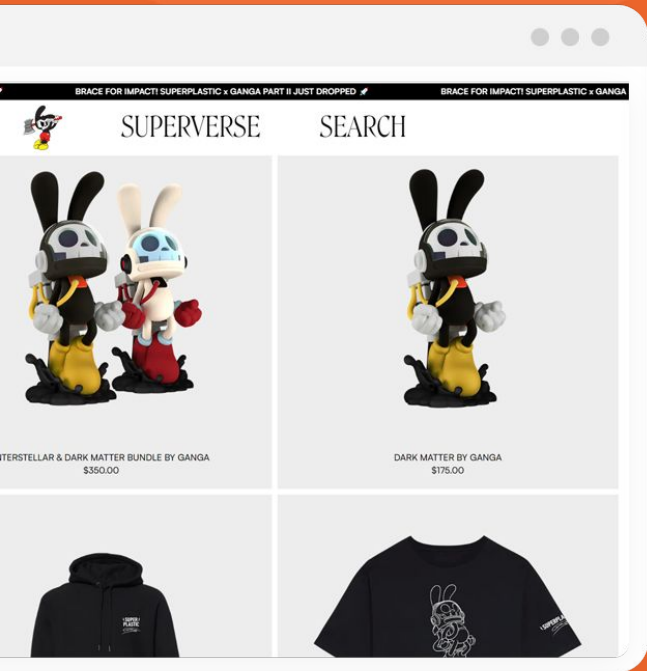


The Result

We acquired 508 emails for \$0.77 per email, and

The drop sold out in 1 minute!





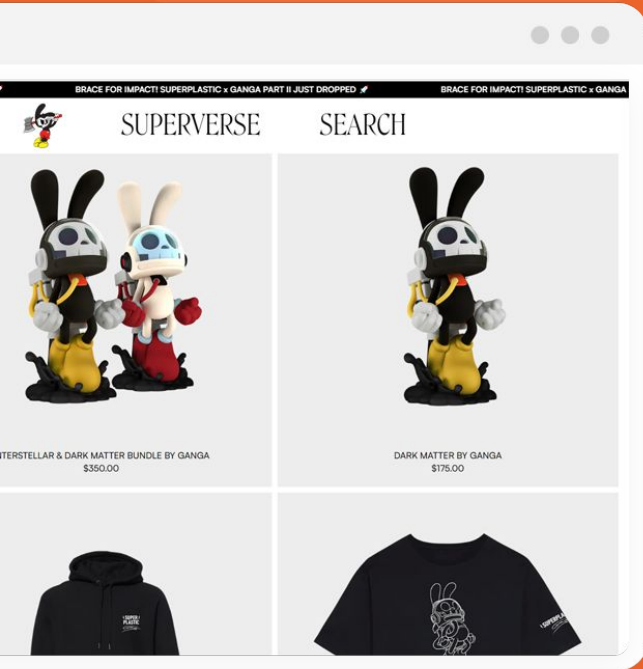
The Result

The drop sold out in 1 minute!

508 emails for \$0.77 per email.



Campaign 2



We ran a second set of Lead Gen ads for the 7 days preceding the next product drop, with \$100 per day

On the day of the drop, we saw 115 purchases from emails which was the highest year to date, apart from when they dropped a toy they created with Post Malone in February.



The Result

We collected 373 additional emails at \$1.80, and had
**The highest purchase count
from one email campaign YTD**



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The Result

115 purchases from email - this was the highest YTD purchases from one email campaign

373 emails for \$1.80 per email



The Results

- **Increase in purchases from email from around 60–70 on average the first day of a new product drop to 115.**
- **Month to date ROAS across all channels is 6.13 in July (from July 1–29), beating previous months*.**
- **We now have over 880 emails to continue to reach out to moving forward and target for future sales.**

*February had a really "hot" toy so that month performed better than July (Post Malone, when Fortnight came out with Taylor Swift definitely drove a bump).

| ROAS | |
|-------------|-------------|
| January | 4.02 |
| February | 6.71 |
| March | 3.9 |
| April | 2.37 |
| May | 4.06 |
| June | 3.02 |
| July | 6.13 |



Thank You

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CASE STUDY

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Running A Meta Lead Gen Campaign Collecting Emails

Superplastic drop new products on a monthly basis. We often see big surges in ROI during these product launches, but we often don't have an opportunity to get excitement for the new products beforehand. Superplastic also has a high email conversion rate compared to other channels (Paid Social, Search, etc).

We ran a Meta Lead Gen campaign collecting emails. We ran it 4 days before their first product drop in July. We ran the second set of Lead Gen ads for the 7 days preceding the next product drop.

Purchases from email increased from around 60-70 on average the first day of a new product drop to 115. Month to date ROAS across all channels is 6.13 in July (from July 1-29), beating previous months. We now have over 880 emails to continue to reach out to moving forward and target for future sales.

The 1st drop sold out within 1 minute

Most YTD sales for 1 drop

6.13 ROAS

880 emails collected