

# See the World Through a Whole New Lens

SIGNI ANAMORPHIC

Explore Now



#signicase



A premium mobile accessories D2C brand that sells mobile photography lenses for mobile enthusiasts. Their premium range of products also include wireless chargers, car phone chargers and holders

## D2C Tech Accessories Brand Grew Their Sales by **31%** within 60 Days

### Objective

The brand partnered with us in May 2022 with an objective of sales growth. Their sales stagnant at 40L per month since Jan 2022. They wanted to ensure their ACoS to remain below **20%** and TACoS below 11% while looking for a **25%** Sales growth Month-on-Month.

### Solution

We leveraged Brand Analytics and PI Insights to find out top trending category keywords wherever brand's "**Share of Voice**" was low.

We created a mix of SP, SB, SBv and SD campaigns using keyword and product targeting to target the user across their customer journey for these keywords.

This helped in increasing the Share of Voice of the brand in wireless chargers and and phone holders by almost 3X.

### Results

This led to:

- An increment of **31%** in sales within 2 months at an ACoS of **21%**.
- **90%** growth in wireless chargers and **120%** growth in phone holders.

### At a glance

#### Challenges:

- While the brand was already a bestseller in phone lenses, they were struggling to dominate other categories like wireless chargers and phone holders.

#### Results:

- **31%** growth on account level.
- **100%** growth in wireless chargers and **120%** growth in phone holders.

“

"We have been associated with Adsify for more than an year now. What I really like about the team is that they keep coming with new ideas for overall account growth. If you're looking for a growth partner, take my vote these guys are the best. "