hivewyre



Top IR 350 Apparel Retailer

Client Success Story

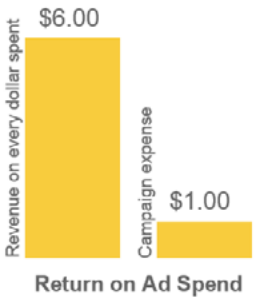


Consumers have thousands of choices when it comes to apparel. With countless retailers that have established themselves as key players in style and fashion, it's more important than ever to ensure that brands stay top-of-mind, continue garnering awareness and reach new shoppers.

> "[Hivewyre is] our only display conquesting vendor… the way [they're] doing it is very intelligent…"

Challenge

As a top IR 350 retailer, a well-known clothing company came to Hivewyre looking for increased revenue and more efficient customer acquisition efforts. With a worldwide brick-and-mortar presence and a focus on online advertising, the brand wanted to grow even more through targeted prospecting.



Results

With just under a two-year relationship, the brand continues to see Hivewyre as a smart and valuable extension of their marketing team. What began as a one-month test continues to thrive as a mature global partnership, spanning half a dozen countries and multiple continents.

By targeting shoppers that were in the Men's Apparel, Women's Apparel, and General Apparel categories, Hivewyre was able to target over 1.9M new shoppers daily, translating to around 58.9M new shoppers per month. Through strategic campaign optimization and prospecting efforts across the globe, Hivewyre delivered exceptional results and a high return on ad spend.

"[Hivewyre] is one of our top overall vendors."

From September 1, 2013 – May 31, 2015 Hivewyre was able to achieve the following results:

- 6:1 ROI
- $0.65 Avg CPC
- .2% CTR
- $910,000+ Conversion Value

By helping the retailer to increase revenue and connect with new customers, Hivewyre has played a key role in the brand's growth and proven to be an asset.

"[Our] experience with Hivewyre so far has been excellent… [Hivewyre is] one of our top overall vendors."

