hivewyre



Fashion Retailer

Client Success Story



The online space is teeming with brands, each looking to ensure that prospects are hearing about them and, through all of the noise, their value and product offerings. Even for high-traffic ecommerce websites, such as fashion retailers, this can be a challenge— especially when there are a number of similar companies also trying to increase their online presence and market share simultaneously.

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Challenge

A specialty fashion retailer came to Hivewyre in search of additional prospects and a higher return on investment for their ad spend. Although they had a substantial brick-and-mortar presence, they were also focused on creating more robust online marketing channels, both to garner additional customers and increase profitability.

As an established brand that had been around for over 40 years, they were unsure of what results they would actually see from Hivewyre.

"Going into the partnership, I didn't really know what to expect, and there's a lot of companies that are fighting for your attention," the retailer said. "What stood out to me was that at Hivewyre, nobody was trying to sell me on something that didn't exist. The proposition was realistic, there was no pressure… I really appreciated the realness of the relationship."

Results

With over 1.7M unique shoppers daily in the "Women's Apparel" category, Hivewyre was able to successfully target valuable customers who were in-market for products just like theirs. By frequently communicating with the client, staying focused on surpassing goals and meticulously optimizing through factors like frequency, day-parting and recency, Hivewyre was able to deliver unmatched results.

Even more, Hivewyre and the fashion retailer have been able to truly partner, allowing Hivewyre to act as an extension of their marketing team and continue to help build the brand.

From October 1st – December 31st, 2014, Hivewyre was able to deliver:

- Just under a 10:1 ROI
- $340,000 in Conversion Value
- $.65 Avg CPC
- .4% CTR

"I would absolutely recommend Hivewyre. I would say that it's kind of like a best kept secret," the retailer said. "It's been one of our channels that's terrific and really growing… our brand is really gaining traction and momentum."

