

Lily and Fox Increased Their Conversions By 86% And Increased Their Traffic By 94% Through Remarketing Audience Testing

Lily and Fox created an easier option for their clients to have beautiful nails within minutes that are tough enough to keep up with your day-to-day life. By combining detailed artwork with new-age technology, Lily and Fox created beautiful nail wraps that you can easily apply yourself without the cost and time spent at a nail salon.

Lily and Fox did not have the internal resources to start their paid social campaigns from scratch, so they enlisted Search Bloom to help them build their PPC campaigns from the ground up. In just 3 months, Search Bloom created Lily and Fox's first Facebook campaign and surpassed their PPC goals. Using techniques such as prospect audience testing, campaign structure testing, multivariate copy testing, and A/B testing images, Lily and Fox increased their conversions by 86%, their revenue by 72%, and their traffic by 94%.

The Results

↑ **86%**
Increase in Conversions

↑ **72%**
Increase in Revenue

↑ **94%**
Increase in Traffic

How We Did It:

- Prospect Audience Testing
- Remarketing Audience Testing
- Campaign Structure Testing
- Ad Copy Testing
- A/B Testing Images

