

Case Study

Increased brand awareness, luxury appeal & revenue of a national fine jewelry brand in 30 days

STEPHANIE
GOTTlieb

Industry: Fine Jewelry, eCommerce

Location: New York, NY

Project Opportunities

Stephanie Gottlieb Fine Jewelry is a direct to consumer luxury brand who sells unique designs inspired by the lifestyle of jewelry designer, curator and stylist, Stephanie Gottlieb. With hundreds of thousands of followers on social media, and a high performing eCommerce site, Stephanie challenged VividFront to further increase brand awareness and boost revenue through digital channels. The majority of her business being in custom bridal jewelry and engagement rings, VividFront was tasked with generating new and returning non-bridal customers.

Services Utilized:

Digital Marketing

- Marketing Strategy Development
- Social Media Marketing
- Programmatic Display
- Search Engine Marketing

The Strategy

VividFront developed a comprehensive digital marketing strategy to reach new and existing customers across several digital touchpoints for Stephanie Gottlieb. Our focus was to create compelling, high-end designs for advertisements on Facebook and Instagram, along with the Google Display Network (GDN). We elevated existing product photography with creative details and messaging to showcase Stephanie's brand identity, leaving a lasting impression on users. Our tactical plan also included rigorous A/B testing of both display advertisements and paid search text ads.

Return on Ad Spend + Transactions

The Results June 2018 v. June 2019, 30 days of marketing execution

ROAS

378% ↑

Return on Ad Spend

Transactions

73% ↑

Increase

Revenue

Total amount of money generated, through specified channels

Instagram

233% ↑

Increase Revenue

Website

70% ↑

Increase Revenue

Sessions

User interactions with a website within a given time frame

Instagram

176% ↑

Increase Revenue

Website

38% ↑

Increase Revenue