



**GROWING THE RIGHT AUDIENCE  
WITH SPECIFIC TARGETING:**

# Lids



## Situation:

LIDS' previous presence on social media was primarily focused on maintaining activity on channel. Efforts lacked an overarching strategy and were predominantly organic in nature with a small budget for paid distribution. This single budget was allocated to various promotional campaigns, without consideration for the goals social can accomplish within each stage of the buyer's journey.

## Solution:

MKR implemented a plan to address these paid distribution challenges. By applying retail principles to their social ad strategy, MKR helped LIDS to:

**Segment social budget.** MKR recommended a new approach to segmenting LIDS' monthly spend to address different layers of the sales funnel.

**Leverage awesome assets.** LIDS' strong in-house video content was the perfect content to lead top-of-funnel awareness efforts.

**Activate eager audiences.** New campaigns and ad types are deployed to seek individuals who are more likely to click and convert.

**Target, and retarget.** LIDS is now able to serve ads to individuals based on the specific actions they've taken on-site, allowing paid media to drive lower-funnel goals.

## Outcome:

MKR effectively implemented a full-funnel social ad strategy that resulted in segmenting social budget, activating eager audiences and focusing on targeting individuals that have taken specific actions on LIDS site to drive lower-funnel goals. Conversion rate for sales-based ads increased 13% while dynamic ads returned an average ROI of 231%. Effectively communicating and implementing this full-funnel social ad strategy resulted in a 185% growth of social budget and some big wins for LIDS. Media consumption grew exponentially with over 200,000 minutes of video consumed across 12MM impressions.

**DYNAMIC ADS  
RETURNED AN AVERAGE**

**ROI of 231%.**