

BAD BIRDIE

Shorebird Media lowered Bad Birdie's cost per purchase
and increased their polo purchases by 2X

87%

Increase In Return
On Ad Spend

49%

Decrease In
Cost Per Purchase

Their Story

Founded in 2017, Los Angeles-based Bad Birdie has been shaking up the golf apparel industry with its eye-catching polos. Their polos are far from traditional but make a fun and expressive statement on and off the golf course.

Campaign Goal

Increasing direct to consumer sales. Bad Birdie sought to boost sales by showcasing new golf polos leading into the holiday season.

Our Strategy

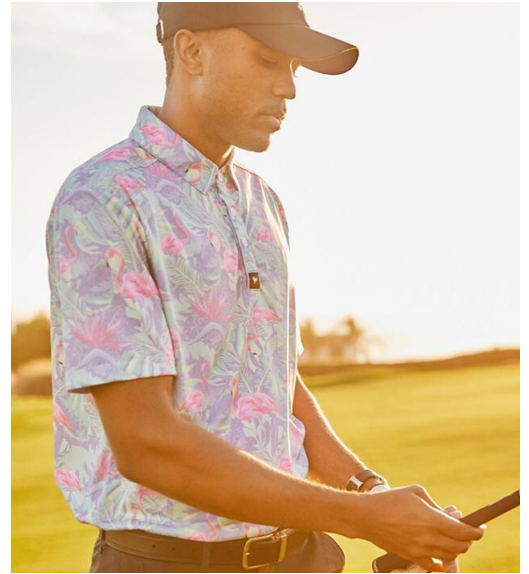
Shorebird Media leveraged Facebook's core audience to reach golfers and their friends to inspire gift giving ideas. The company developed Lookalikes of people who had visited its website and their high value customers.

Shorebird Media targeted these audiences with a series of carousel, image, and video ads. A/B testing revealed that carousel ads using lifestyle photography drove a lower CAC for the brand when compared with product focused images.

Bad Birdie leveraged Dynamic Ads to target people who added product to their shopping cart but did not complete the purchase. The use of Dynamic Ads helped bolster Bad Birdie's results and increase their average order value.

Our Tactics

- Custom & Lookalike Audiences
- Remarketing With Dynamic Ads
- Stories & Carousel Ads



**Ads Manager Reporting: October 2018/October 2019*