



COURSER

Shorebird Media partnered with Courser on the relaunch of the luxury sneaker brand to drive awareness and sales.

3X

Increase in ROAS

76%

Decrease In CAC

Their Story

Handmade in Italy, Courser utilizes cutting edge technologies and materials. The result is a lightweight sneaker made from nubuck leather backed with the most durable fiber.

Campaign Goal

Courser wanted to implement best practices for Facebook and Instagram ad targeting to more effectively attract online shoe shoppers and increase sales.

Our Strategy

Shorebird Media leveraged Facebook's audiences to develop lifestyle audiences that fit with Courser's ideal customer.

Shorebird Media targeted these audiences with a series of image and video ads. A/B testing lifestyle photography with product detail shots. Testing found that the product photography was far more impactful in driving sales for the brand.

All ads included a "Shop Now" call-to-action button that linked to the brand's product page. Courser showed the ads in Facebook News Feed, Instagram Feed and Stories to US men and women aged 25-65.

Our Tactics

- Custom & Lookalike Audiences
- Dynamic Product Ads
- Image, Video & Carousel Ads



**Ads Manager November - December 2021*