



## DUDLEY STEPHENS

Shorebird Media helped Dudley Stephens reach new customers, increase conversions, and exceed their ROAS goal.

48X

Return On Ad Spend

18%

Conversion Rate

### Their Story

Founded in 2015, Dudley Stephens was started by two sisters with a mission to reimagine fleece in an elevated-for-everyday way. Dudley Stephens' styles are locally made in Brooklyn, New York. With a focus on sustainable fashion, their collection is made from recycled yarn. From the fit to the fabric, Dudley Stephens custom designs their clothing so comfort and chic go hand-in-hand.

## Campaign Goal

With an emphasis on customer acquisition, Dudley Stephens sought to increase awareness of their brand and growing collection.

## Our Strategy

Dudley Stephens hired Shorebird Media to develop their first-ever paid social program and acquire new customers.

The team developed a series of ads using different formats, including the carousel format and Stories Ads, which showcased lifestyle shots of their collection. They drove buzz around their limited release styles with product shots highlighting the new seasonal styles and colors.

Leveraging Facebook's interest and demographic targeting, Shorebird Media built audiences that aligned with the brand's ideal customer to drive awareness. The team also created Custom Audiences of Dudley Stephens' highest spenders and most frequent purchasers, then built Lookalike Audiences based on them to drive purchases of new customers. Finally, they used Dynamic Ads to retargeted shoppers that abandoned their carts.

The evergreen campaign continues to successfully attract new audiences to the Dudley Stephens website and drive a promising ROAS for the brand.

## Our Tactics

- Custom & Lookalike Audiences
- Core Audiences
- Remarketing
- Image Ads
- Collection Ads
- Stories Ads
- Carousel & Image Ads



*\*Ads Manager: September - October 2019*