

BE UNIIC | BUSHWICK YACHT CLUB

PPC CASE STUDY



BE UNIIC



INTRO

BUSHWICK YACHT CLUB

Bushwick Yacht Club is a clothing brand and a collective of individuals who are passionate about doing anything possible to make our neighborhood a better place. We all, as citizens of Bushwick, benefit greatly from the neighborhood's multicultural diversity, unique aesthetic, and inclusive nature.

Aaron Nessel (Founder at BYC and engineer at Uber) sought out the help of Michael and Be Uniic to conduct paid advertising through Google, Facebook, and Instagram.

The results paid off...

CHALLENGES & STRATEGY

High Competition in the Clothing Industry:

Challenge: The clothing industry is highly competitive, and many brands are vying for attention. This could lead to higher CPCs (Cost Per Click) and potentially lower ad visibility.

Strategy: Focus on creating compelling ad copy and visuals that showcase the brand's unique selling points. Highlight what makes the clothing brand stand out from competitors. Emphasize quality, design, or any sustainable or ethical aspects if applicable.

Ad Fatigue:

Challenge: Running the same ads repeatedly can lead to ad fatigue among the target audience, resulting in decreased engagement and click-through rates.

Strategy: Implement a robust ad rotation strategy. Continuously create new ad variations to keep the content fresh and engaging. Experiment with different messaging, visuals, and formats to maintain user interest.

Local SEO for New York Area:

Challenge: For a New York-based business, competing locally can be tough due to the high concentration of similar businesses.

Strategy: Optimize the website for local keywords and phrases related to fashion design and branding services in New York. Create a Google My Business profile and encourage clients to leave positive reviews, helping improve local search visibility.

Conversion Tracking Challenges:

Challenge: If conversion tracking isn't properly set up, it can lead to inaccurate ROA calculations and hinder the ability to measure the true impact of the ads.

Strategy: Ensure proper implementation of conversion tracking codes on the website. Regularly review and test the tracking to ensure accurate data collection. Use Google Tag Manager to streamline tracking implementation and management.

PERFORMANCE

While tracking was an issue as well as audience saturation as well as ad design consistency, we overcame the challenge...

ROAS

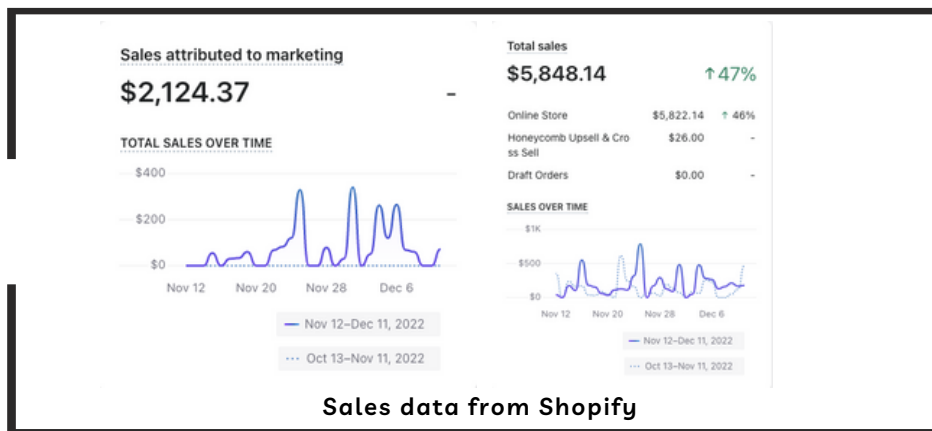
348%

Sales Attributed to Be
Unic

36%

Increase in Sales

47%



Campaign / Campaign ID	Acquisition				Behavior			Conversions		
	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
	481 100.00% (481)	\$361.49 100.00% (\$361.49)	\$0.75 Avg for View: \$0.75 (0.00%)	452 26.53% (1,704)	541 24.38% (2,214)	4.44% 8.20% (-45.91%)	5.11 5.33 (-4.12%)	3.70% 4.28% (-13.65%)	20 21.05% (95)	\$1,261.40 22.36% (\$5,657.71)
1. Bushwick Testing #1 18590348376	470 (97.71%)	\$352.44 (97.50%)	\$0.75	20 (4.42%)	23 (4.25%)	65.22%	3.00	4.35%	1 (5.00%)	\$57.67 (4.57%)
2. Search Results 18417698146	11 (2.29%)	\$9.05 (2.50%)	\$0.82	11 (2.43%)	12 (2.22%)	8.33%	7.17	8.33%	1 (5.00%)	\$60.00 (4.76%)
3. (not set)	0 (0.00%)	\$0.00 (0.00%)	\$0.00	6 (1.32%)	6 (1.11%)	33.33%	1.67	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Bushwick_Yacht_Club_Testing_#1	0 (0.00%)	\$0.00 (0.00%)	\$0.00	7 (1.55%)	7 (1.29%)	0.00%	2.00	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Bushwick_Yacht_Club_Testing_#1 18590348376	0 (0.00%)	\$0.00 (0.00%)	\$0.00	409 (80.29%)	493 (91.13%)	1.22%	5.24	3.65%	18 (90.00%)	\$1,143.73 (90.43%)

Sales data from GA4

Conclusion

The partnership between Bushwick Yacht Club and Be Uniic has yielded impressive results in the pursuit of enhancing the brand's online presence and driving revenue growth. Since the implementation of accurate tracking on November 12th, the Return on Ad Spend (ROAs) metrics have proven to be a testament to the effectiveness of the strategies employed. With a remarkable ROA of 348% as reported by Google Analytics and an even more remarkable 604% ROA according to Shopify, the impact of the collaboration is clearly evident.

Furthermore, the data underscores the significant contribution of Be Uniic's marketing efforts to Bushwick Yacht Club's overall success. An impressive 36% of the brand's sales during the assessed period were directly attributed to the strategic marketing campaigns executed by Be Uniic. This not only demonstrates the proficiency of the implemented strategies but also signifies the positive trajectory the brand is experiencing in terms of increased sales and revenue.

The robust combination of targeted audience segmentation, compelling copywriting, SEO optimization, and the incorporation of lookalike audiences has resulted in a synergy that resonates with the brand's target market. This harmonious blend of strategies has effectively addressed challenges such as high competition and audience engagement, leading to a surge in sales and a promising uplift in the brand's market presence.

As the data-backed case study illustrates, the collaboration between Bushwick Yacht Club and Be Uniic has not only achieved its established objectives but has also set a trajectory for sustained growth. By continually monitoring performance, optimizing strategies, and staying attuned to the ever-evolving digital landscape, Bushwick Yacht Club is poised to forge a successful path forward, guided by the proven strategies and insights gained from this partnership. The demonstrated results solidify the foundation for a long-term business relationship that will undoubtedly contribute to the brand's ongoing success.

WRITTER BY MICHAEL GAVIN



BE UNIIC

[HTTPS://BEUNIIC.COM](https://beuniic.com)