



CASE STUDY

Surfing the Sales:

Riding the wave of customer retention and conversion with Cybba's audio ad campaigns.



OBJECTIVE:

Our client, a respected footwear brand renowned for its Hawaiian-inspired designs, collaborated with Cybba, an inventive advertising agency, to address two significant challenges: converting site visitors into active customers and retaining previous purchasers in a fiercely competitive market where the purchase cycle is typically 1-2 years.

STRATEGY:

The campaign strategy was twofold:

Retention: Using a hashed email list from the client's Customer Relationship Management (CRM) system, Cybba identified customers who had bought products previously but hadn't made a new purchase within the last three months.

Site Retargeting: Cybba targeted visitors who had not completed a purchase, aiming to convert these potential buyers.

EXECUTION:

For both campaign categories, Cybba monitored a multitude of metrics, with the attribution windows set at 30 days post-click and post-impression. The campaign involved the utilization of both 15 and 30-second audio ads across platforms such as Pandora, Spotify, and Audacy, supplemented with companion banners.



CHALLENGES:

Two key challenges were faced:

Market Competition: With many competitors in the market, attracting new customers was a significant hurdle. The campaign aimed to distinguish the brand and its unique offerings in a crowded space.

Purchase Cycle: Since customers typically purchase sandals only once every 1-2 years, a strategic push was necessary to ensure that when the time came to buy, the client's brand was the go-to choice.

RESULTS:

Despite the challenges, the campaign yielded substantial results:

Site Retargeting: The campaign led to a Return on Advertising Spend (ROAS) of **5.4:1** and a remarkable impression to conversion rate of **0.13%**, demonstrating the efficacy of the site visitor conversion strategy.

Retention: The retention strategy generated a **ROAS of 1.1:1** and a steady conversion rate of **0.025%**, proving the effectiveness of the customer re-engagement tactics.

Overall: Additional successes include a high audio completion rate (ACR) of **95.92%** and a click-through rate (CTR) of **0.03%** on companion banners.

CONCLUSION:

Through a strategic partnership with Cybba, the client was able to overcome significant market challenges and effectively engage with their customer base. The utilization of cross-platform audio ads, coupled with retargeting strategies, demonstrated remarkable results in customer retention and conversion, leading to a high ROAS.

This case study serves as a strong model for footwear companies looking to navigate competitive markets and infrequent purchase cycles. It also highlights the value of innovative advertising strategies and platforms in driving sales and enhancing customer engagement. As the client continues to capitalize on this success, they are well-positioned for future growth and customer connection through the continued refinement of these strategies.