

Case study: Custom ad execution by Advertising.com's in-house creative team drives sales for leading apparel brand¹

Challenge

"Bolt Wear" is one of the hottest performance apparel brands around; one that is very image-conscious. But in a very competitive industry, with a number of well-established players, even a rising star can use an assist.

Last fall, Bolt Wear's creative team approached Advertising.com looking for new ideas for their holiday online ad campaigns. Our in-house creative team welcomed the opportunity to collaborate with a team of like-minded experts from such an electrifying brand.

Our mandate was to design creatives that would successfully blend both branding and direct response elements.

Solution

To engage the client's target audience, build awareness for the brand, and drive sales, our creative team designed catalog-style "scrollers". This innovative format not only allows users to browse through the client's popular products, but also sends shoppers directly to the specific product page of whichever item they selected, putting them one step closer to purchase.

Results

Using the assets and style guide provided by Bolt Wear's in-house creative team, our designers were able to strike the right balance between form and function.

The catalog-style "scrollers" designed by our creative team produced click-through rates well above the industry average.



Campaign metric	Lift in performance (AOL vs. client creatives)
Click-through rate	5x
Conversion rate (purchase)	3.5x

"We have identified a significant performance difference in the scrolling banners completed by your creative team. They perform at almost 5x the average banner from a CTR perspective."

– J.B., Senior Analyst
Bolt Wear

¹ This is a blind case study based on actual campaign data. The name Bolt Wear is used in lieu of the client's real name.