Case Study: The Biggest Launch Ever for Todd Shelton

Brand Overview
Todd Shelton, a premium men's clothing brand based in New Jersey, USA, is renowned for its commitment to American-made apparel and high-quality craftsmanship. Specializing in essentials like jeans, shirts, and trousers, Todd Shelton emphasizes sustainability and ethical manufacturing practices.

Campaign Overview

- **Objective:** Achieve significant sales volume and build brand awareness for the new collection launch.

- **Duration:** 30 Days

- **Total Ad Spend:** $1,763.02

- **Total Purchases:** 37

- **Total Revenue Generated:** $17,386.97

- **Average ROAS:** 9.86x

Strategy Execution

1. Audience Targeting

- **Primary Audiences:**
    - Men aged 25–45 interested in premium fashion, sustainability, and American-made products.
    - Interests: "Men's fashion," "Ethical clothing," "Made in USA apparel."
- **Custom Audiences:**
    - Email subscribers and past website visitors.
    - Look alike audiences based on high-value customers.
- **Geographic Targeting:**
    - Major metropolitan areas: New York, Los Angeles, Chicago, Miami, and Houston.

Result: Targeting refined and engaged customers boosted ad relevance and reduced CPA across all campaigns.

2. Ad Creative Strategy

- **Video Ads:**
    - Focused on showing the craftsmanship and attention to detail in the collection.
    - Lifestyle videos showcasing men wearing Todd Shelton apparel in various settings (office, casual outings, and formal events).
    - Captions like:
        - *"Elevate Your Style – Designed for the Modern Man."*
        - *"Your Next Wardrobe Upgrade Awaits – Shop Now!"*
- **Carousel Ads:**
    - Highlighted different product styles with close-up shots of fabric quality and fit.
    - Headlines:
        - *"Refined Looks for Every Occasion."*
        - *"Feel the Difference in Every Stitch."*
- **Static Ads:**

o   Minimalist images with bold CTAs: *"Limited Stock – Don't Miss Out!"*

Result: The visually appealing and story-driven creatives drove high engagement, increasing the CTR and conversions.

3. Budget Allocation

- **Top-of-Funnel (TOF):** 50%
    - o   Focused on attracting new customers through interest-based targeting.
- **Middle-of-Funnel (MOF):** 30%
    - o   Targeted website visitors and video viewers to push them further down the funnel.
- **Bottom-of-Funnel (BOF):** 20%
    - o   Retargeted abandoned carts and past visitors with urgency-driven messaging.

Result: A balanced approach ensured a steady flow of traffic and high purchase intent conversions.

Campaign Breakdown

Ad Spend	Purchases	Revenue	ROAS
$217.72	7	$3,756.08	17.25
$214.76	7	$3,645.76	16.98
$108.14	6	$3,037.42	28.09
$165.40	6	$2,477.96	14.98
$39.82	4	$2,012.44	50.54
$254.87	1	$630.81	2.48
$302.94	1	$509.03	
$20.51	1	$506.51	24.70
$25.85	1	$445.40	17.23
$243.76	1	$365.57	1.50

Key Highlights

1. **Top Performing Campaigns:**

- Ads targeting warm audiences (MOF and BOF) achieved exceptional ROAS, with some reaching **28.09x** and **50.54x**.
- Retargeting high-intent users with urgency-driven creatives had a significant impact on conversions.

2. **High-Quality Creatives:**

- Lifestyle-driven video ads outperformed static creatives, increasing engagement rates and driving traffic to the website.

3. **Efficient Budget Allocation:**

- The campaign maintained a strong balance between audience acquisition (TOF) and retargeting efforts (MOF & BOF).

Learnings & Takeaways

- **Retargeting Success:** Focusing on BOF campaigns helped recover potential lost sales, achieving the highest ROAS.

- **Creative Excellence:** Videos showcasing the collection's premium quality resonated with the target audience and drove strong conversions.

- **Urgency Works:** Limited stock and time-bound promotions created a sense of urgency, pushing customers to act quickly.

Conclusion

The launch campaign for **Todd Shelton** was a monumental success, achieving an average **ROAS of 9.86x** and generating over **$17,000 in revenue** from just **$1,763** in ad spend.

This campaign not only set a new benchmark for Todd Shelton but also solidified their

Amount spent	Purchases	Purchases Conversion Value	Purchase ROAS (return on ad spend)
$217.72	7 [2]	$3,756.08 [2]	17.25 [2]
$214.76	7 [2]	$3,645.76 [2]	16.98 [2]
$108.14	6 [2]	$3,037.42 [2]	28.09 [2]
$165.40	6 [2]	$2,477.96 [2]	14.98 [2]
$39.82	4 [2]	$2,012.44 [2]	50.54 [2]
$254.87	1 [2]	$630.81 [2]	2.48 [2]
$302.94	1 [2]	$509.03 [2]	1.68 [2]
$20.51	1 [2]	$506.51 [2]	24.70 [2]
$25.85	1 [2]	$445.40 [2]	17.23 [2]
$243.76	1 [2]	$365.57 [2]	1.50 [2]
$1,763.02 Total Spent	37 [2] Total	**$17,386.97** [2] Total	9.86 [2] Average