

CASE STUDY:

Black Friday & Cyber Week Success for a Legacy Brand's New Direct-to-Consumer Website

Overview

A long-standing legacy brand recently launched a direct-to-consumer (DTC) e-commerce platform, giving loyal customers and new audiences easier access to its products. Two months after the launch, the brand capitalized on Black Friday and Cyber Week to drive awareness and revenue with a 15% discount promotion using a special promo code. The campaign highlighted the brand's new online shopping experience and delivered outstanding results.

The Campaign

Objective:

- Promote the transition of a trusted legacy brand to a direct-to-consumer model.
- Maximize revenue during the holiday shopping surge.
- Increase customer acquisition and test ad effectiveness for future campaigns.

Key Details:

- **Promotion:** 15% discount on all orders with a promo code.
- **Duration:** Black Friday through Cyber Week (7 days).
- **Channels:** Paid digital ads, email marketing, and social media campaigns.
- **Ad Spend:** \$519.76 (across three ad sets).

Results

Revenue Performance:

- Total revenue during the promotion: \$28,997.32.

Ad Performance:

- Total Ad Spend: \$519.76.
- Return on Ad Spend (ROAS): 5,579% (55.79x)

Customer Insights:

- A notable surge in first-time DTC customers, driven by the holiday deal and improved online accessibility.
- Strong engagement and conversion rates attributed to the promotion's combination of legacy trust and modern convenience.

Strategy Breakdown

Transition Messaging:

The campaign emphasized the convenience of shopping directly from a beloved legacy brand online for the first time, connecting with both loyal customers and new audiences.

Compelling Offer:

The 15% discount balanced a generous incentive with the brand's premium value, encouraging trial purchases without undercutting brand perception.

Targeted Advertising:

Paid ads targeted high-intent shoppers, leveraging the brand's reputation and the excitement of Black Friday & Cyber Week to drive clicks and conversions.

Consistent Branding:

Email marketing and social media channels echoed the promotion, maintaining consistent messaging that amplified reach and credibility.

Urgency & Exclusivity:

The limited-time nature of the deal created urgency, motivating customers to act immediately.

Key Takeaways

- **Proven Appeal in the DTC Space:** The strong campaign performance validates the move to direct-to-consumer and highlights the demand for the brand's products online.
- **Remarkable ROAS Shows Potential:** A 55.79x ROAS demonstrates high efficiency and the ability to scale ad spend profitably.
- **Legacy Brand Trust Converts:** The combination of a longstanding reputation and the convenience of online shopping resonated with both existing customers and new buyers.

Conclusion

The Black Friday & Cyber Week promotion marked a pivotal moment for this legacy brand, successfully showcasing its seamless transition to a direct-to-consumer model. The campaign achieved impressive results, including nearly \$29,000 in revenue and a remarkable 55.79x ROAS, proving the viability of the brand's e-commerce platform. By leveraging the brand's trusted reputation, a compelling offer, and strategic advertising, the campaign not only attracted new customers but also reaffirmed loyalty among long-standing fans.

This success serves as a foundation for future growth, demonstrating that even a heritage brand can thrive in the competitive digital marketplace with the right strategies. Looking ahead, the brand is poised to scale its online presence, deepen customer relationships, and continue delivering the quality and trust it has been known for over the years—all with the convenience of direct online access.