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Case Study

EASTENDPRINTS

East End Prints, a vibrant London-based company, specialises in high-quality art prints, framed wall art, and posters. They collaborate with diverse artists to offer designs from abstract and botanical to retro and typographic. Committed to supporting independent artists and sustainability, they use eco-friendly materials and processes.

The Challenge

East End Prints were struggling to expand their reach and increase sales with Google Ad campaigns. They were also interested in exploring Meta ads, which they had never used before.

The Strategy

Satsuma Digital implemented a new, dynamic Google Ads strategy and introduced Meta Ads using their innovative and expert data-driven technique.

The Results

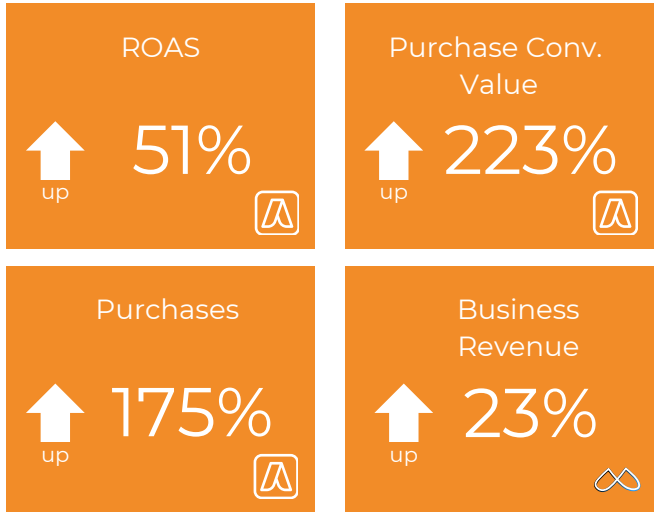
Google Ads:

- Return On Ad Spend (ROAS): Increased by an impressive 51%
- Conversion Value: Grew by an incredible 223%
- Purchases: Surged by 175%

Meta Ads:

- Despite being new to Meta advertising, within a short space of time, Meta ads quickly generated 23% of the business's revenue.

Together, Google and Meta Ads are responsible for over half of East End Prints annual revenue.



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Case Study

EASTENDPRINTS

Our Approach - Google Ads

01 Restructured shopping campaigns

02 Utilised Customer Match

03 Optimised the product feed

04 Ad Copy Testing

05 Utilised Experiments

Our Approach - Meta Ads

01 A/B Testing Ad Copy

02 Interest Targeting

03 Super LAL Audiences

04 Facebook Power 5

05 Broad Interest Audiences

Conclusion

Our strategic approach to East End Prints' Google Ad campaigns, along with the introduction of Meta Ads, has significantly increased reach and conversions, attracting new audiences and expanding their customer base.

Seeing sales surge by 175% and Meta Ads being responsible for 23% of revenue proves our expertise and experience gets results!

East End Prints said

Satsuma Digital continues to impress me, consistently achieving a high ROAS across both Meta and Google channels. Natasha is quick to respond, a great communicator, and always reliable. Not only does she achieve excellent ROAS but also seeks out new and interesting strategies to advance our campaigns. Natasha's dedication and effectiveness are exactly what a business needs."

Helen Edwards
Director - East End Prints



Get in touch

Book in a call
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Founder satsuma.