Case Study

satsuma.

Omlet

Omlet, a renowned British company known for its iconic Eglu chicken coop, has successfully expanded its market globally. Beyond their signature product, Omlet now offers an extensive array of innovative items for pets, including coops, dog beds, cat trees, and more.

The Challenge

Omlet sought to enhance their Meta advertising performance in the United States to achieve better returns and higher conversions while reducing costs.

The Strategy

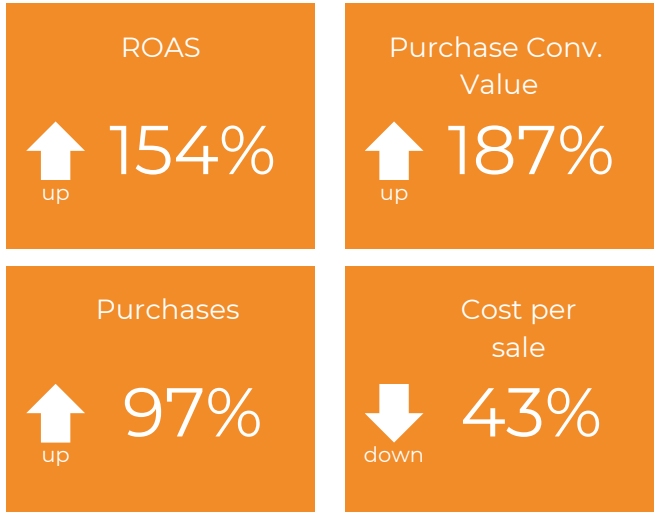
Within a few months, Satsuma Digital implemented a comprehensive restructuring of Omlet's ad account using an innovative and data-driven strategy.

The Results

The revamped approach led to exceptional outcomes:

- Return On Ad Spend (ROAS): Increased by an impressive 154%
- Conversion Value: Grew by 187%
- Orders: Surged by 97%
- Cost Per Sale: Decreased significantly by 43%

Meta Ad Results



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Our Approach

01 Top-of-funnel prospecting campaigns

02 Broad Interest audiences

03 Lookalike audiences

04 Persuasive ad copy that supports decision to purchase

05 A/B testing ad copy

Conclusion

Satsuma Digital's strategic overhaul of Omlet's ad campaigns not only boosted key performance metrics but also optimized overall ad spend, showcasing the power of tailored and innovative digital marketing strategies.

What Omlet said

"We had an amazing experience working with the Satsuma Digital team. Not only did they help us audit and form a strategic plan for our Facebook ad account, but we also saw incredible ROAS improvement (154%) after taking them on board to implement it! They were professional and friendly throughout – not to mention successful in growing profits. We couldn't be happier with the results or more positive about working together – they've been fantastic partners throughout this process and are highly recommended by us to anyone looking to give their profits a boost!"

Matthew Oxley
Head of Digital Advertising, Omlet

Get in touch

Book in a call
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Meta & Google Ads Specialist
Founder satsuma.

