

OVERVIEW — Sky Organics® wanted to promote its Curl Care Campaign of products. The hair and beauty product industry is highly competitive – especially for sales in mass market and “big box” stores. Cutting through the competitive “noise” is difficult.

Efferent Media created a social media campaign that exceeded the company's expectations, increased the number of people responding to the campaign and click-through rate (CTR) while also lowering the cost-per-click (CPC). The overall results also forged a stronger relationship between Sky Organics® and Walmart®.

SKY ORGANICS CASE STUDY



BACKGROUND — Sky Organics® was established because of the founder's concerns about the long-term impact of everyday products on the environment. The company's mandate is to create products that are good for people and the environment. Sky Organics® focuses a lot on what will be good for families both in the present and the long-term impact. At the same time, Sky Organics® beauty products have to be as good or better than the household names already on the market or else they won't sell.

Sky Organics® has been focused on growing its lifestyle and beauty brand while staying true to its dedication to natural and certified-organic personal care items. The company came to Efferent Media when it had an opportunity to work with Walmart®.

Sky Organics® wanted to make the most of the occasion. Specifically, it wanted to amplify both sales and brand awareness through its limited-time retail presence in a small number of Walmart® locations as well as on the Walmart® website.

THE CAMPAIGN BEFORE EFFERENT MEDIA — The following chart shows the social media campaign Sky Organics® was running before it began working with Efferent Media. As you can see, the spends in October 2020 and November 2020 were quite large, \$14,656.38 and \$22,355.57, respectively. The cost per click (CPC) for the entire August 2020 to January 2021 period hovered around a dollar per click with a high of \$1.48 per click in November, \$1.02 in September 2020, and \$0.97 per click in January 2021.

FACEBOOK & INSTAGRAM TRAFFIC BEFORE EFFERENT

Month	Spend	Impressions	Reach	Clicks	CPC	CTR
January 2021	\$7,000.00	1,420,411	768,761	7,225	\$0.97	0.72%
December 2020	\$0.00	0	0	0	0	0
November 2020	\$22,355.57	2,083,280	1,680,895	15,126	\$1.48	1.10%
October 2020	\$14,656.38	2,313,181	1,362,142	18,963	\$0.77	1.27%
September 2020	\$2,672.59	535,263	352,576	2,608	\$1.02	0.74%
August 2020	\$0.00	0	0	0	0	0
Previous 6 months	\$46,684.45	6,362,135	4,164,374	43,922	\$1.06	1.04%

At the same time, the click through rate (CTR) was less than what Sky Organics® wanted, especially considering the amount of money being spent. The best CTR achieved was 1.27% in October 2020 after spending \$14,656.38, with other CTRs in this period being just 1.10%, 0.72%, and 0.74%.

EFFERENT MEDIA'S EXPERTLY CRAFTED SOCIAL MEDIA CAMPAIGN DROVE SALES

Sky Organics® came to Efferent Media after it had negotiated a limited-time promotion of its Curl Care product line in a portion of Walmart® stores. Understandably, the organic beauty company wanted to make the most of the opportunity.



CURL CARE CAMPAIGN GOALS



- ☆ Drive traffic to the Curl Care Collection page on Walmart's retailer website
- ☆ Encourage purchases of Curl Care products online at Walmart.com
- ☆ Promote clicks for directions to drive in-person sales at feature Walmart's retail stores

The Efferent Media Curl Care campaign began with \$3,489.76 spent on Facebook and Instagram in February 2021. That was significantly less than what Sky Organics® had been spending, and even in March 2021, the budget was only \$8,000, so when combined with it being a new campaign, the \$0.70 CPC and 0.90% CTR in February and \$0.86 CPC and 0.74% CTR in March were expected.

The campaign began to significantly take off in April 2021. The amount spent was similar at \$8,011.70, but through expert management and continual testing Efferent Media was able to lower the CPC to \$0.62 and raise the CTR to 1.22%.

That process of ongoing testing and refinement produced the results shown in the chart below. By July to September, Efferent Media's campaign was able to get CPC down to a range of \$0.39-\$0.41. At the same time, the CTR increased to a high of 5.11% in September.

How did Efferent Media achieve these results? Through expert optimization based on extensive competitor research and continuous testing in Granular audience targeting, new image and video ad creative, ad copy variations, thumbnail optimizations, remarketing audience segments, and well-timed pivot strategies.

FACEBOOK & INSTAGRAM TRAFFIC (EFFERENT)

Month	Spend	Impressions	Reach	Clicks	CPC	CTR
September 2021	\$6,117.94	303,417	167,541	14,773	\$0.41	5.11%
August 2021	\$7,999.99	567,373	315,123	19,840	\$0.40	3.65%
July 2021	\$8,000.02	458,877	238,723	20,427	\$0.39	4.45%
June 2021	\$7,999.98	581,487	338,226	14,480	\$0.55	2.49%
May 2021	\$7,999.84	621,040	382,345	14,791	\$0.54	2.38%
April 2021	\$8,011.70	1,066,977	464,671	12,980	\$0.62	1.22%
March 2021	\$8,000.00	1,267,408	513,023	9,351	\$0.86	0.74%
February 2021	\$3,489.76	830,919	411,072	4,984	\$0.70	0.90%
Totals	\$57,619	5,697,498	2,830,724	111,626	\$0.52	2.43%
First 6 months	\$43,501.30	4,826,708	2,348,060	77,013	\$0.55	2.07%

CONCLUSIONS

Efferent Media was able to decrease the total amount Sky Organics was spending to promote its Curl Care Collection at Walmart®, lower the cost per click and increase the click through rate at the same time. In fact, at the end of this particular campaign, CTR hit a high of 5.11%, and CPC was at one of its lowest points from the period of August 2020 to September 2021, while only spending \$6,117.94 – less than half of what Sky Organics spent in October 2020 and less than a third of what was spent in November 2020 before working with Efferent Media.

At the same time, Efferent Media was able to achieve this while decreasing the amount of money spent. As the charts above show, Sky Organics® was spending substantially more before working with Efferent Media, though two months had zero money spent. On average, Sky Organics's prior campaign had an average cost of \$7780.74 per month. After the first month, Efferent Media's campaign spent about \$8,000. Over the course of the entire Efferent Media campaign, Sky Organics® spent an average of \$7202.40 per month, which is a 7.43% decrease while also improving results overall.

You may be wondering how that affected sales since clicking for directions does not guarantee an actual in-store visit and abandoned shopping carts are the bane of e-commerce websites. The results were even more outstanding.

Due to the terms of our contract with Sky Organics® and its relationship with Walmart®, Efferent Media cannot disclose the actual number of sales or the total revenue generated. However, Efferent Media's Curl Care Collection campaign was so successful that Walmart® struck a new deal with Sky Organics® to roll out its entire Curl Care product line to all of its U.S. retail locations.

EFFERENT MEDIA'S CURL CARE COLLECTION CAMPAIGN RESULTED IN:



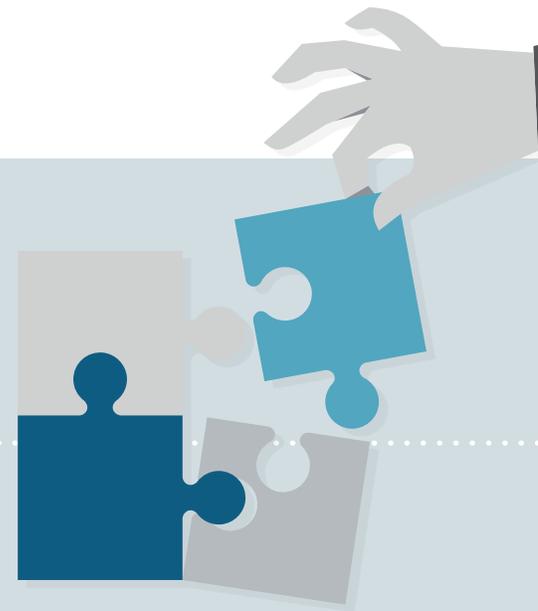
A 46.75% CPC decrease when compared to the lowest rate (0.77%) achieved before Efferent Media



A 75.14% CTR increase compared to the highest rate (1.27%) achieved before Efferent Media



A 7.43% decrease in the average monthly cost of campaigns



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