



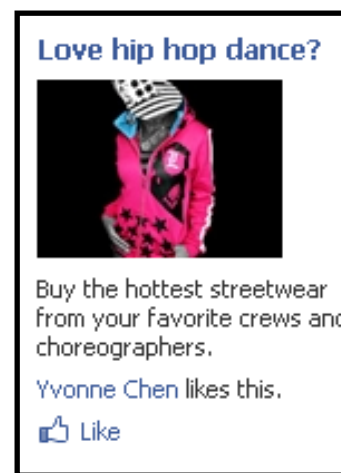
Threader is based in New York City and is the first hip-hop clothing marketplace for entertainers and choreographers. The site enables cross promotion for partners who want to grow their audience and offers a robust and comprehensive shopping experience for its fan base.

Objective

It was a constant challenge for Threader to find new and cost-effective ways to reach a consistently shifting audience. They wanted to accomplish two primary goals: raising brand awareness and driving sales. Enter the Facebook Advertising platform.

Solution

Threader pointed Facebook Ads to their main website, www.threaderstyle.com. They initially tested with two different keyword groups with three individual ads in each campaign that highlighted different product images and ad copy. As they watched the data build up on the ads, they were able to tailor their ad copy and images to maximize CTR and drive the most sales to the bottom line with conversions to purchase.



“Cost for acquisition is low when compared to other forms of advertising. In addition, Facebook Ads provides us with the ability to quickly test concepts, and combined with tracking and analytics, we can evaluate the effectiveness of a campaign with near real-time tracking.”

—Marc David, Co-founder, Business Development

Results

Their Facebook CPC ads drove 3x more traffic than normal ads. Of the visitors, 87% were new customers, which they were able to leverage towards sales.

They continue to add new campaigns and ads to test new ideas and highlight various events. This allows Threader to quickly take advantage of press right when it crosses the wire, when interest in the topic at hand is at its peak.