

Bevy

Bevy is the place for women to discuss and discover fashion. Whether she's building a custom wardrobe, seeking answers to a burning fashion question or finding the hottest new looks, Bevy members are sharing their own unique style with each other. Bevy gives women a forum to express themselves and their love of fashion by connecting people through the power of conversation.

Objective

Bevy approached Facebook Ads with the objective to help fashion-focused Facebook users find, install, and explore the Bevy application.

Solution

Facebook Ads allowed Bevy to target their campaign to specific geographic locations which they highlighted in their ad copy (eg: an ad targeted to New York read "Show off your New York style.") Bevy has gone on to optimize their conversion rate by creating custom landing pages that carry the ad message and creative.

Results

In addition to other marketing and viral channels, Facebook Ads proved to be an instrumental piece of Bevy's marketing mix.

“With the easy-to-use UI and straightforward targeting tools, we were able to charge out of the gates with record-breaking application install rates and daily user stats...”

—Cat McCadden, [title]



- A significant proportion of Bevy's first time user traffic was driven by Facebook Ads.
- With tens of thousands of monthly active users, Facebook Ads will remain a source for expanding Bevy's reach.