



Miansai

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MIANSAI CASE STUDY

Miansai is a men and women's modern jewelry brand



Objectives

Miansai, a men's and women's modern jewelry brand hired Revel in October 2016 to manage paid search, paid social and remarketing, as well as conduct a search engine optimization audit and provide ongoing strategic email recommendations. In January 2017, services expanded to include quarterly SEO and affiliate marketing management.



Challenges

Miansai lacked a cohesive cross channel strategy and was facing a non-existent presence in several key digital channels. Overall waning brand awareness lead to declining organic and direct traffic, which were top contributors to significant decreases in year over year top line sales.

Miansai's existing paid channels and accounts required a complete restructure to increase performance and ROI. In addition, paid social, affiliate and remarketing were not tactics that had been previously set in motion.

THE RESULTS

206% Increase in Paid Channel Revenue YoY

366% Increase in Paid Search ROI YoY

61% Increase in Email List Size This Year

53% Increase in New User Visits from Paid Channels YoY

26% Increase in International Visits from Paid Channels YoY



Solutions

Revel partnered closely with Miansai to create a cross channel strategy and launch new, profitable channels while remaining true to the brand message, identity, and personality.

A/B tests were conducted to analyze messaging, targeting, imagery, and site landing pages in order to create efficient and successful paid campaigns. Revel also capitalized on non-brand and international paid search, display, and top of funnel paid social campaigns to aid in brand awareness and new customer acquisition both in the US and globally.