revel
INTERACTIVE

NASTY GAL CASE STUDY

Nasty Gal is an online women's clothing and accessory retailer. Revel partnered with Nasty Gal first on paid social strategy and management.

Challenges

Nasty Gal desired increased traffic and sales to NastyGal.com, specifically from social paid initiatives, to support growth and online sales at a 2.5:1 last-click return on ad spend (ROAS).

THE RESULTS

Benefits One
18% Increase in Paid Channel Revenue YoY

Benefits Two
41% Increase in Paid Channel ROAS YoY

Benefits Three
87% Increase in Visits YoY

Game Plan

At the start, Revel's efforts were focused on acquisition. Revel decided on an audience plan built around lookalikes of Nasty Gal converters, affinity brand targeting, engaged social followers with retargeting audiences mixed in.
For creative, Revel focused heavily on DPA campaigns with our catalog. This allowed for Revel to change course weekly, dependent on the product sets being pushed. Revel utilized our depth of knowledge in conversion driving efforts and optimizations, as well as ran A/B split tests to optimize this program.

The Outcome

As a result of the success of our paid social acquisition program, Revel was given brand budget to support paid social awareness, including two large brand collaborations. Revel & Nasty Gal went on to expand the partnership with display & retargeting campaigns, and affiliate program management in the US & Canada.