



nosto

CASE STUDY | STEVEN BROWN ART
Facebook Collection Ads

About Steven Brown Art

Steven Brown

ART | LIFESTYLE

Steven Brown Art is a lifestyle brand inspired by the artwork of its namesake artist. Steven Brown is a Scottish painter with a love for rich, vibrant and bold color. And this passion and creativity is reflected in the prints, home decor, and accessories range available both in their physical store and online shop. The ecommerce site was launched in 2016 and, through smart investments on social advertising, grew their monthly traffic to over 100,000 visitors monthly.

Challenge

Steven Brown Art owes much of its rapid success to social advertising. However, their staff was limited, as was the amount of time they had dedicated to strategize and segment audiences, optimize product feeds, and build advertising campaigns. It became clear that it was time to look for options to automate in order to continue the momentum. The brand was already using Nosto successfully onsite and were using Nosto retargeting Dynamic Product Ads with high success rates; but when it came to reaching new converting traffic, the magic formula was still missing.



Solution and Results

Since going live with Nosto Collection Ads, Steven Brown Art recorded:

17x

ROAS for lead prospecting ad campaigns

93%

increase in conversion (throughout the campaign)

340%

increase in Ad CTR (vs. standard DPA)



“We have been using Nosto for a few months now and are seeing a great ROI. We started with Triggered Emails and some Onsite Pop-ups, then added in Onsite Product Recommendations and Facebook Ads.

We recently tested their new Collection Adverts for our 1st birthday celebrations with the ads delivering a great ROI. One of those ads delivered a 17.38 ROAS which I was delighted with. Nosto is very simple to use and has definitely delivered an increase in conversions for Steven Brown Art.”

Lisa Parker

Marketing & Media Manager
Steven Brown Art

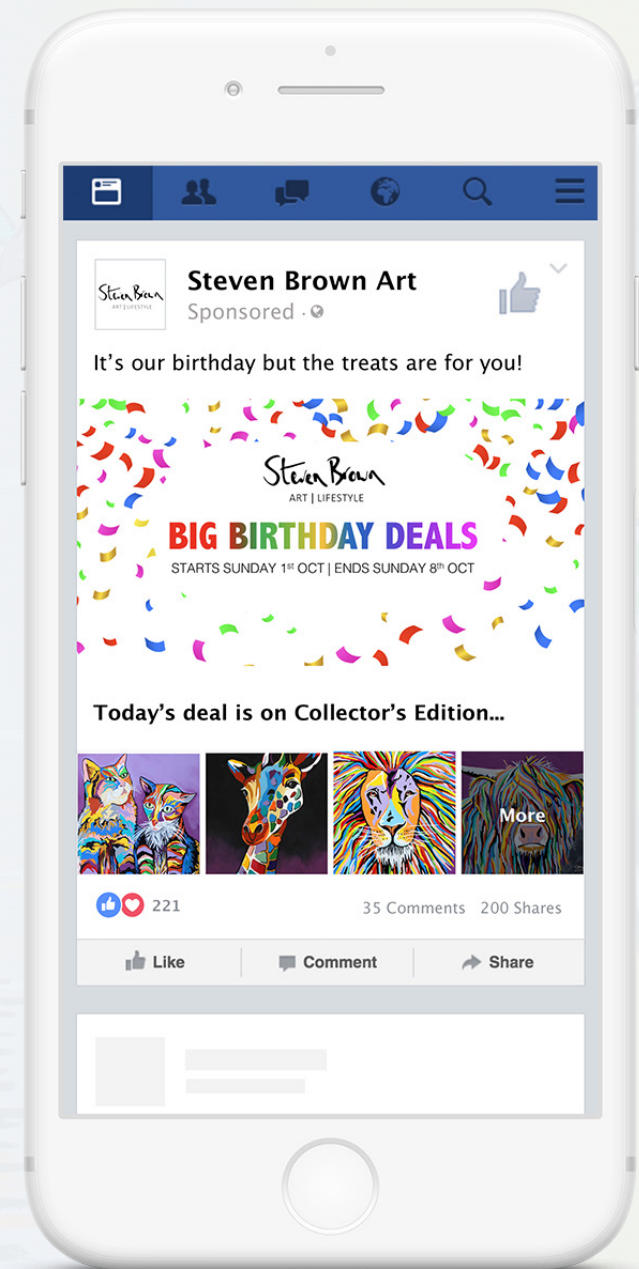
Collection Ads

STEVEN BROWN ART FIRST USED the Collection Ads to target prospective clients and extend the reach of an offline campaign to celebrate the first year anniversary of their physical store. The campaign was designed to heavily discount a different category or product throughout the seven days of the week-long campaign.

THE ADS LEVERAGED on-brand hero banners and artwork created for the offline campaign as well as products from the categories that were in focus every day and were extremely successful in driving new traffic to the site as well as inspiring new visitors in their first purchase.

BASED ON THE CUSTOMER data that is collected by Nosto onsite, Facebook developed highly refined (and likely to convert) audiences of Previous Buyer and Fan-base Lookalikes which were the focus user segment for the Collection Ads.

BASED ON THE RESULTS OF THEIR first ads, Steven Brown Art has begun to strategize ways in which it can continue to utilize this ad format both to attract new customers but also to re-engage previous buyers and increase customer lifetime value.





Nosto enables online retailers to deliver their customers personalized shopping experiences at every touch point, across every device. A powerful personalization solution designed for ease of use, Nosto empowers retailers to build, launch and optimize 1:1 multi-channel marketing campaigns without the need for dedicated IT resources. Thousands of ecommerce professionals in over 100 countries are using Nosto to grow their business and delight their customers. Nosto supports its retailers from its offices in Helsinki, Berlin, Stockholm, London, New York, and Los Angeles.

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