

A man in a brown sweater and patterned tie stands by a hot tub. The background shows a wooden deck and a window.

nosto 

NOSTO SUCCESS STORY | GRAND FRANK
Born and raised on Instagram

 Marketing Partner

GRAND FRANK

STOCKHOLM

The unique story of Grand Frank started on Instagram when founder Erik Bergström - who was struggling to find clothing and accessories which reflected his personality - started an Instagram account purely for inspiration. As the page started to gain followers the idea of an online business was born. Today Grand Frank has over half a million followers on Facebook and Instagram combined.

Grand Frank is a lifestyle brand powered by a team of designers, buyers, and creatives who all share a vision and a rebellious streak. The brand has been built around creating staple pieces in a man's wardrobe with richer stories and greater personality.

*The everyday philosophy of the company is:
"If you love what you're wearing, you'll feel
great, easy as that."*



Challenge

Great success usually comes with blood, sweat and tears. The story of Grand Frank is no different. The brand started advertising on Facebook already in 2015 and gained access to loads of interesting insights through the Business Manager. The challenge became the lack of experience and inhouse know-how to make it actionable or explore all its possibilities.

– We were, and still are a SMB company and we simply cannot justify spending 10h on optimizing our Facebook and Instagram campaigns as there are a million other things we need to do, explains Olof Engh, Marketing Manager at Grand Frank.



Why Nosto?



Grand Frank found Nosto in November 2016 and saw Nosto's Facebook offering as an easy and effective tool to advertise on Facebook without the hassle of manually managing ads and optimizing campaigns. Nosto automates smart retargeting over both Facebook and Instagram, therefore providing Grand Frank the tools they need to free up time to pursue other business-critical goals.

Other key benefits were Nosto's ability to automate both conversion optimisation onsite and smart retargeting towards pre-engaged users to achieve scalable improvements in overall revenue.

Nosto's transparent success-based pricing was also considered a big plus.



Solution & results

Since going live with Nosto Personalized Instagram Ads Grand Frank has seen:

12x

ROAS for Personal Re-engagement Ads for female customers

8x

ROAS for Personal Re-engagement Ads for male customers



“Nosto has allowed us to engage with our customers in an exceptional way offering them personal shopping behaviour, creating an enjoyable environment that they want to visit again and again. In addition, the team at Nosto have made the implementation extremely smooth, and we can always rely on them to solve any issues that might come up.”

Olof Engh

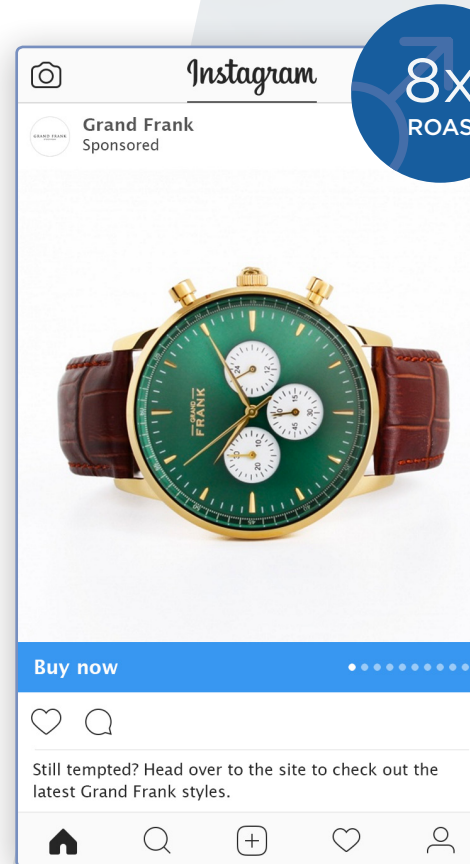
Marketing Manager at Grand Frank

Re-engagement on Instagram

When extending their Facebook Ads to also cover Instagram Grand Frank not only returns to their roots, but is also able to broaden their audience with up to 50%.


Grand Frank's target audience is heavily focused on males, but the company has taken an interesting approach in retargeting both males and females in all age groups on Instagram.

And it's working well in terms of ROAS with retargeting ads for females generating a 12x ROAS and for males a 8x ROAS.



Instagram

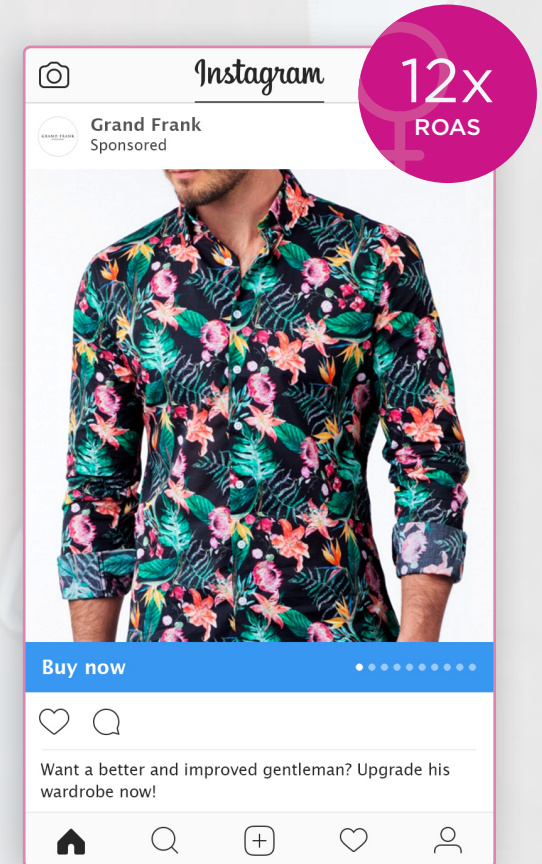
Grand Frank Sponsored



Buy now


Still tempted? Head over to the site to check out the latest Grand Frank styles.

8x ROAS



Instagram

Grand Frank Sponsored



Buy now

Want a better and improved gentleman? Upgrade his wardrobe now!

12x ROAS



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. Over 20,000 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 and New York.

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