



ADCORE

Olight - Increased ROI by 130% & Saw a 700% Boost in Revenue

Creation of omnichannel activity together with a smart use of data & audiences managed to take Olight's success in Australia and replicate it in the United States in just six months

"We are absolutely thrilled with the results we have been able to achieve with Adcore Elite. We could not have had a more engaged and dedicated partner to plan & execute the penetration to the US market. They really took our performance media to the next level."

- Tiffany Kang, Marketing Manager, Olight



SOLUTION

The online technology-driven lightning company, Olight, marked fast expansion into the US market as their main goal for 2019. We created a comprehensive marketing plan using tailor-made targeting across multiple channels. This allowed us to create high visibility to the right audience while keeping our ROAS goal. This strategy proved itself and led to a successful penetration to a new market.

+700%

CONVERSION VALUE

Building and executing omnichannel activity boosted the conversion value

+130%

ROAS (Return on Ads Spend)

By creating a detailed Audience strategy we increased ROAS while increasing sales



PROACTIVENESS

We were an active partner in every business decision to ensure that the marketing strategy would be harmonized with the actual day-to-day business operations.



AGILITY

Penetration to the US market involved many result-driven decisions, requiring us to be constantly on our feet and willing to pivot our marketing strategy as needed.



About Olight

Year established: 2006

Employees: 100 - 150

Head Quarters: China

Industry: eCommerce, Consumer Goods

<https://olightworld.com/>

Olight is a global technology-driven light company and a leading manufacturer in the world.

TECH USED



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CHALLENGE

Following a successful year with Olight Australia, Olight sought to expand into the US market. The challenge was to replicate the success in a fast pace.

The activity goals were to:

- Maximise visibility and brand awareness
- Digital expansion with a 900% increase in budget in the past year while maintaining the high ROAS across the Google Paid Search, Shopping campaigns and Facebook.

SOLUTION

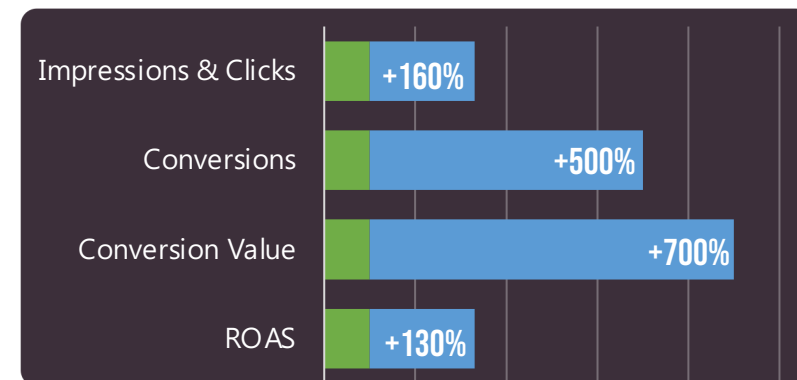
We conducted a profound market research and competition analysis:

- Identify relevant audiences & their behaviour
- Build a detailed media strategy across all relevant channels that utilised each channel's advantages
- Create different creatives based on each channel

This allowed us to reach the right audience, at the right channel, with the right creative in order to achieve outstanding results within a short time frame.

MAIN ACTIONS

- Launching activity on multiple channels
- Processing all the exciting activity using Adcore in-house proprietary technology to quickly gather big data and execute complex optimisations
- Conducted a profound audience research & build a tailor-made plan to reach each audience in the right place with the right message.



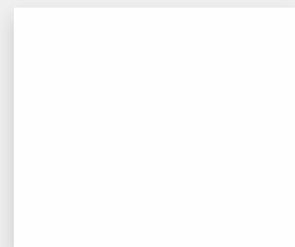
■ Before Adcore ■ After Adcore



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NEXT STORY

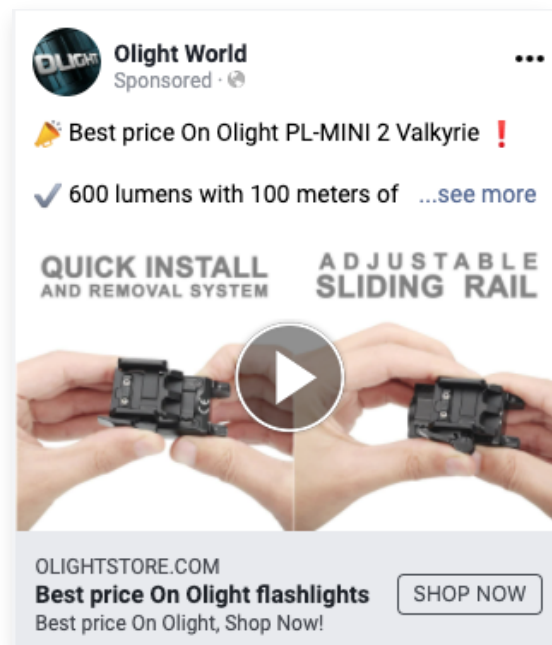


Adcore Customer Story

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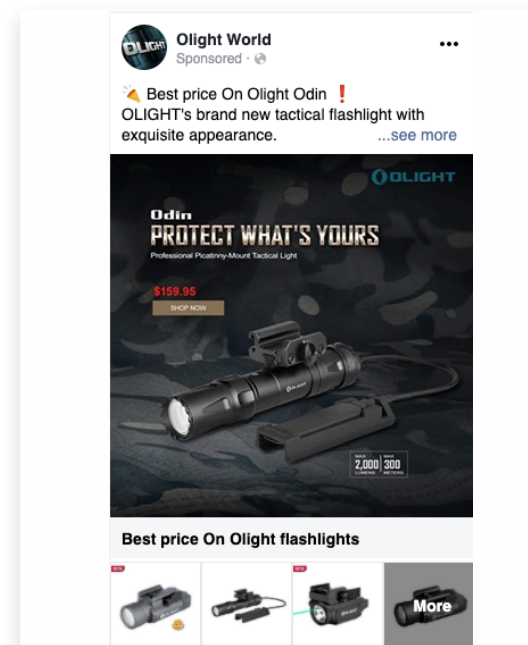
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CAMPAIGN SCREENSHOTS



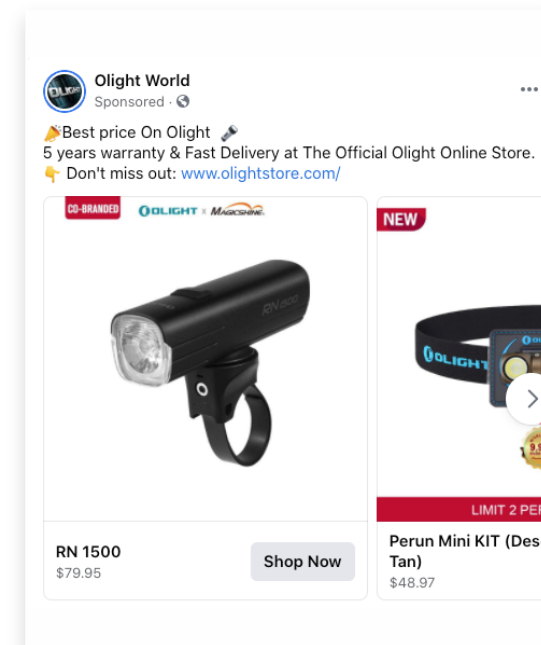
Facebook Video Ad

Olight showcases their products in videos to users. Using these videos allowed us to easily grab the attention of the targeted audiences and to display most features of the product in a couple seconds.



Facebook Collection Ad

With this very sale-oriented type of ad, we were able to display their products through a mini shop experience where users could purchase directly from Facebook. This helped reduce the funnel and increase the sales.



Facebook Catalog Ad

Using Catalog Ads to retarget audiences who interacted with the products on and off Facebook, helped us to increase sales and revenue and to bring new-quality audience to engage with our products.