

Everlife: Generating online sales

CASE STUDY

EVERLIFE
PARIS

Everlife is a trendy **ready-to-wear brand** for both women and men, which generates most of its sales on its e-shop.

Context

EVERLIFE PARIS has acquired its reputation in France and abroad thanks to its strong presence on social networks. The brand thus wants a simple and efficient software to manage this acquisition channel.

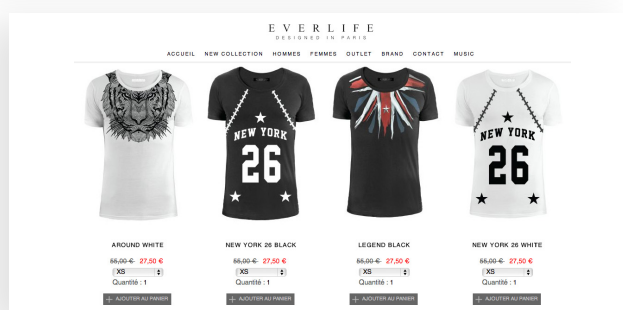
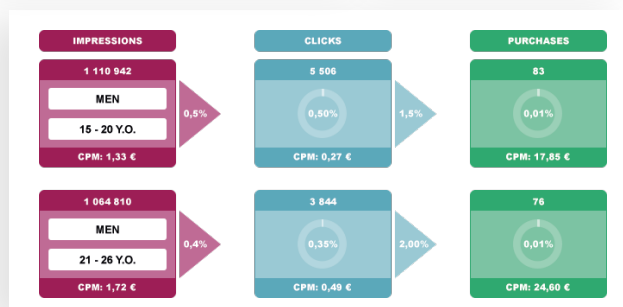
Goals

- Generating qualified traffic towards the e-shop.
- Maximizing the number of sales with controlled costs.
- Quickly relaying ongoing promotional operations.



Solution

- Setting up tracking pixels in order to follow all conversions throughout every step of the customer conversion funnel. MakeMeReach thus brought its expertise as well as a clear and synthetic tool.
- Modifying the KPI in order to track the sales and determine the real ROI of Facebook campaigns.
- Setting up the mechanisms as soon as the website custom audiences are out, in order to be able to retarget, on Facebook, customers that visited certain pages of the website. Then, coming up with a Look-A-Like audience.



The results



Yann Assouline, co-founder of Everlife.

“Our image on social networks is our priority and is at the heart of our business development. It was necessary to have the guarantee of a high performance strategy on Facebook, in order to turn web users into buyers. It has now been achieved, for a lower cost!”