



# Deux par Deux

*Is well-known children clothing manufacturer and one of the leaders in online sales in Canada and USA in the niche. The brand started online sales in 2005 and has gain a lot of trust from parents for its great quality and designs.*

## ABOUT:

- Launched in 1986
- Based in Montreal, Quebec
- Online store of children clothes
- [www.deuxpardeux.com](http://www.deuxpardeux.com)

## GOALS:

- Increase Revenue and Transactions by 30%
- Redesign PPC marketing strategy
- Increase Brand Awareness

## APPROACH:

- Setup Net profit, ROI and call tracking with Google Analytics
- Start ROI-focused campaigns in 2 languages - English and French
- Apply multi-level remarketing strategy
- Run lead generation ads in Facebook
- Adjust targeting and ad settings by all segments(geo, devices, cat etc.)
- Apply CRO(conversion rate optimization) and Usability audit

## RESULTS:

- Transactions grow by ~ 30%
- Net profit grow by ~ 40%
- Remarketing banners reach has increased ~ 4 times

The goal was to increase sales by 30%. To achieve these goals we applied strategies oriented on niche segmenting for different ad types of campaigns. In the first 2 months we got an excellent result - 2 times transactions increase and net profit grow by 45%.



Warning! All our projects are under NDA. No exact data!