

How can we maximize the performance and the ROI of Search and Social campaign?

## ZADIG & VOLTAIRE

Zadig & Voltaire is a French fashion brand founded in 1997 by Thierry Gillier.

The signature of the brand comes from its luxurious materials such as cashmere, silk and leather.

By revisiting basics so casual and rock'n roll, Zadig & Voltaire is the embodiment of a new luxury. A chic and relaxed luxury.

### CHALLENGE

How can we maximize the performance and the ROI of Search and Social campaigns?

### APPROACH

Revamp & expand Search and Social campaigns based on the fifty-five methodology

- Restructuring 12 Google Ads & Bing Ads accounts
- Improving Zadig & Voltaire's product feed and restructuring Google Shopping campaigns
- Cleaning existing and implementing new Facebook & Instagram audiences

### PLATFORMS



### RESULTS

Global performance improved significantly after fifty-five took over the campaigns

**x2**

CTR on Google Search campaigns

**-44%**

CPC on Google Search campaigns

**+85%**

Facebook Ads revenue\*

**x2,7**

global Search and Social ROI\*

\*versus the same period previous year