

# Increased sales by 70% by A-B testing multiple ad variants for a premier e-commerce platform selling exclusive range of Lip Balms

## Situation



### Background

MyIslandKiss.com sells exclusive collection of premier Lip Balms targeted towards Working Women in age group 21 to 30

### Objective

Increase Sales on MyIslandKiss.com by driving relevant traffic of Working Women in top Tier cities like Gurgaon, Bangalore

## What we did

**Island Kiss**  
Sponsored

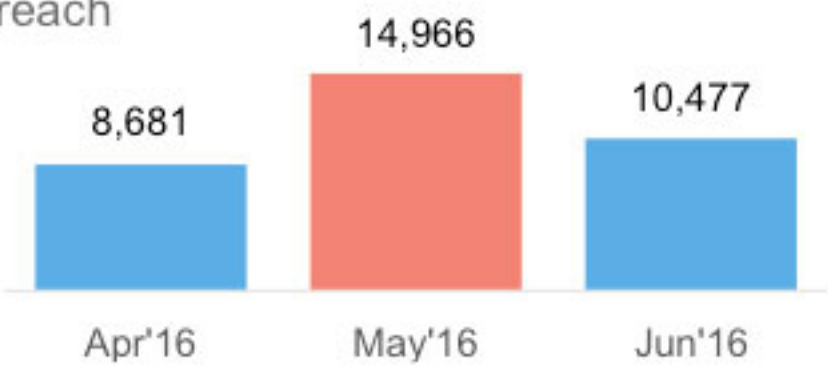
Organic, cold-pressed lip moisturisers. Every Island Girl deserves a tropical kiss. Laden with Mango, Avocado and Kokum Butter, get your 100% natural, organic and sassy Island Kisses and avail Rs.100/- off on the next purchase. Use coupon code: ISLANDKISS

**Alma Vanilla & Inges Lavender**  
myislandkiss.com

**Shop Now**

Targeted high income working women using proprietary income algorithm.

- A-B Tested multiple creative options
- Remarketed existing customers to drive repeat purchase
- Used Dynamic Ads to bring back lost customers by showing exact products they viewed
- Focused on Instagram Ads to increase reach



Client saw a **70% Increase in sales** in the first month of running promotion. This translated into ~1.5x ROI over marketing spend