

BADFLAG.COM

Case Study - Bad Flag

About The Brand:

- Bad Flag is a dynamic brand offering high-quality, patented flagpoles and stylish flags designed to enhance the look of any vehicle
- With a passion for self-expression, they help customers add personality to their rides through unique, bold products that stand out on the road
- Bad Flag's offerings cater to those looking for high-quality flagpoles that fit any vehicle, turning heads with their distinctive flair



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The Challenge:

- Bad Flag sought to increase revenue while running timely and relevant promotions that resonated with their target audience.
- The brand wanted to implement innovative messaging that would not only drive sales but also engage customers effectively
- Key objectives included creating high-impact campaigns that featured enticing specials on their website and ensuring that the messaging aligned with their brand's bold and energetic identity

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Meta Ads

- Created custom & lookalike audiences based on Bad Flag's existing customers & website visitors. Targeted key demographics & vehicle enthusiasts
- Ran A/B tests on various formats to find the highest performing creatives
- Adjusted ad placements, & budgets based on real-time performance to maximize conversions

Meta Ads Performance Report

Campaign	Impressions	Link clicks	CTR (Link clicks-through rate)	Amount spent	Purchases	Purchase conversion rate	Cost per purchase	Purchase ROAS (Return on ad spend)
GM - A - Web - Shops - CC 45 Campaign Campaign	11,308,459	55,499	0.49%	\$62,836.19	3,362	0.03%	\$18,676.32	2.33
GM - Creative Testing - ABO	37,685,420	225,587	0.60%	\$375,390.05	6,854	0.02%	\$54,727.11	2.30
GM - Prospecting - 20% off Dec 2024 - Shops	336,674	1,634	0.49%	\$4,903.76	73	0.02%	\$67,127.11	1.81
GM - A - iPhone iOS - Web Campaign - X2 Campaign	82,375	290	0.35%	\$1,459.80	36	0.02%	\$40,244.44	0.87
GM - A - iPhone - Web Campaign	146,871	741	0.51%	\$2,882.48	48	0.02%	\$59,854.17	1.78
GM - A - Web - Shops - CC 50 Campaign - Free Gift \$50 Campaign Campaign	323,143	562	0.17%	\$1,154.44	32	0.02%	\$36,076.31	1.58
GM - A - Never Forget 2024 Promo - Shops Campaign	1,503,043	6,302	0.42%	\$16,101.19	239	0.02%	\$67,368.03	2.04
GM - A - July Freedom Month 2024 - Shops Campaign Campaign	3,037,754	18,767	0.62%	\$23,515.79	474	0.02%	\$49,602.37	2.42
GM - A - July 8th 2024 - Shops Campaign	9,526,485	26,684	0.28%	\$38,055.79	657	0.01%	\$57,928.04	2.27
GM - Prospecting - Advantages - Purchase Campaign Campaign	716,075	4,189	0.58%	\$6,269.87	95	0.01%	\$66,000.00	2.11
GM - A - Web - Only - CC 45 Campaign	14,936,561	92,800	0.62%	\$142,308.45	2,380	0.02%	\$59,791.11	2.25
GM - Cool Cap - ABO	3,076,324	15,128	0.49%	\$36,331.84	510	0.01%	\$71,248.67	2.50
GM - A - Memorial Day - Shops	5,012,422	32,952	0.66%	\$41,497.75	834	0.02%	\$49,761.11	2.83
GM - Prospecting OLD - Shop - ABO	5,465,053	33,799	0.62%	\$13,842.87	1,036	0.01%	\$13,342.85	2.60
GM - Old - Creative Testing - ABO	1,299,443	13,336	1.03%	\$13,864.26	378	0.02%	\$36,422.71	1.62
Results from 15 campaigns	88,257,004	528,460	0.60%	\$806,614.43	14,533	0.02%	\$55,526.04	2.32

Google Ads:

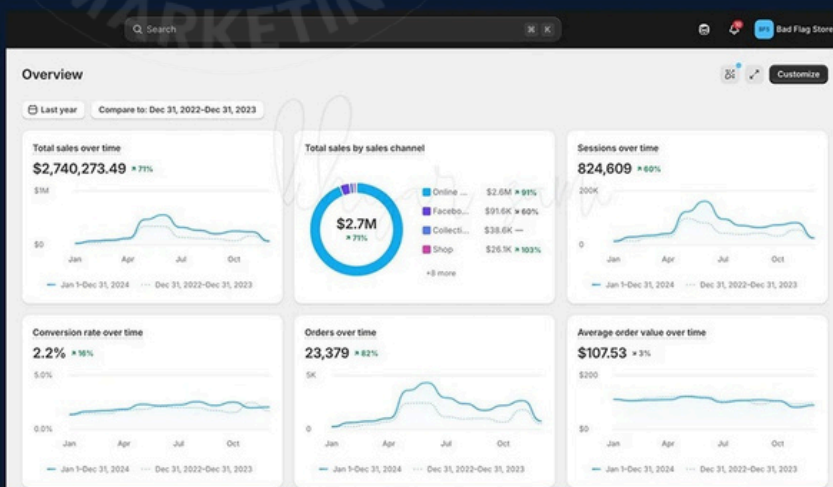


- I focused on keyword strategies that aligned with Bad Flag's products and promotions. By bidding on high-conversion keywords and targeting competitors' brand terms, I was able to drive qualified traffic to the website
- I set up dynamic search ads to automatically generate relevant ads based on Bad Flag's website content, ensuring that the ads remained highly relevant and targeted to the audience
- To re-engage users who had previously interacted with the brand, I used remarketing ads across both search and display networks, keeping Bad Flag top-of-mind and encouraging return visits.

The Results Are In!

- By implementing targeted and creative advertising strategies across Meta and Google, I was able to significantly enhance Bad Flag's online presence, increase traffic, and ultimately drive impressive growth in sales and revenue
- These results reflect a strong, ongoing partnership with the brand, and a clear trajectory toward sustained success.

Khizar Sami



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