



CHRISTMAS WINE SALES PROMOTION

For www.denbies.co.uk

Sector
Food and beverage, events and travel

The project
Denbies Vineyards are known for their amazing range of award-winning wines, from crisp whites and bold reds to sparkling favourites that are perfect for any occasion.

With Christmas just around the corner, the Denbies team asked us to help them create a campaign to boost sales through their online store. Having worked together on some great campaigns before, we couldn't wait to get started! After identifying Meta as the best platform, defining our target audience, and crafting engaging creative, we launched a campaign that exceeded expectations. It became their most successful campaign to date and provided valuable insights to make the next one even better.

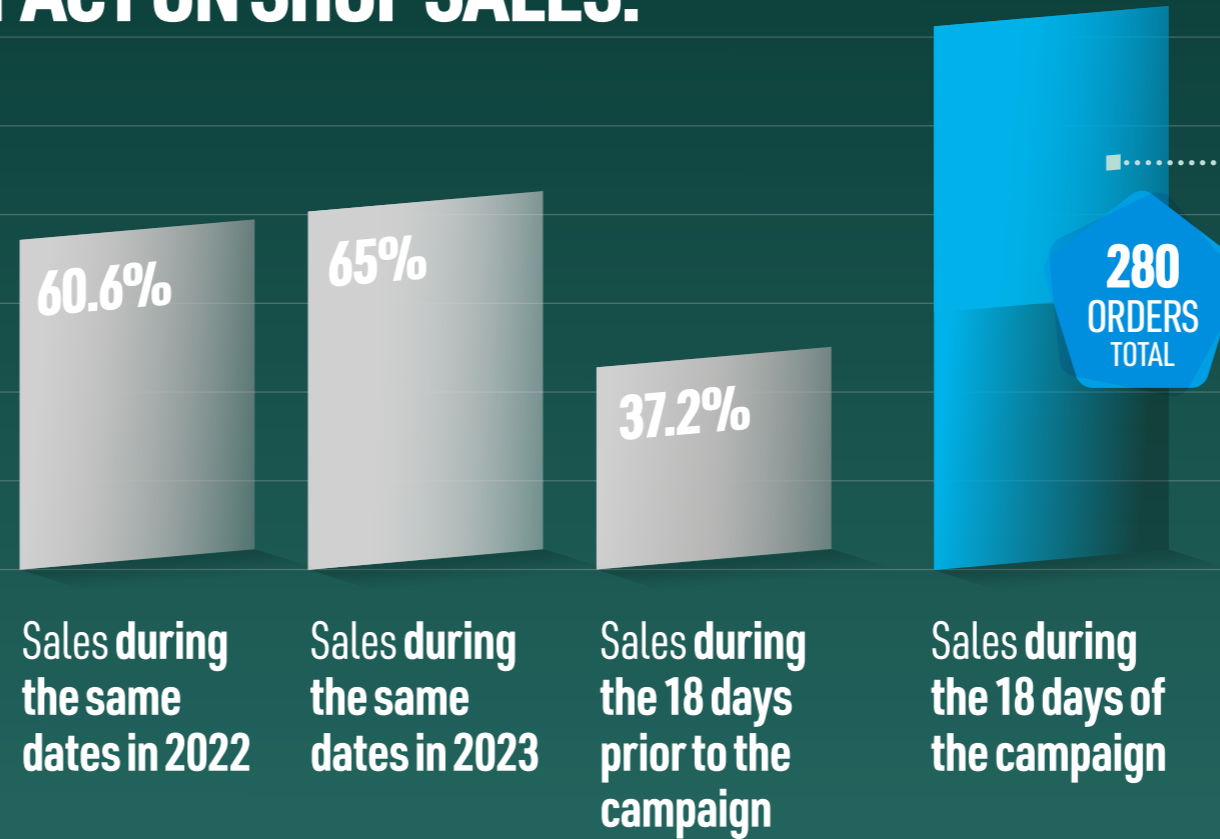
Service supplied
Creative production and campaign management.

CHANNEL SELECTION: **FACEBOOK**

CAMPAIGN DATES: **28 NOV - 15 DEC 2024** (18 days)

CAMPAIGN MEDIA BUDGET: **£1,900**

IMPACT ON SHOP SALES:



132*
ORDERS FROM FACEBOOK

Total Facebook revenue
£16,051.49*

Overall ROAS 845%

NB: All sales figures are for web shop sales only and exclude shipping etc.

THE RESULTS: Impressions: **122,013** | Reach **39,911** | Visitors to shop **731** | CPC **£2.60**



* 7 day attribution model

