

THE GIFT SHOP *case*

How to Turn Gifts into Loyalty Machines



PROJECT SUMMARY

- The Gift shop is a Brazilian company in the personalized gifts sector, specializing in the sale of thermal cups, and is also an authorized Stanley reseller.
- Client since March 2023;
- Google Ads Pro and Meta Ads Pro packages;
- B2B Sales Traffic.

OBJECTIVE

The brand was starting a new business plan with the aim of transitioning from gift sales to transforming the product into a project for selling to businesses.

With fewer clients making larger volume orders.



CHALLENGE



To set up a sustainable funnel for capturing companies that seek to place large orders to promote the brand and retain customers.

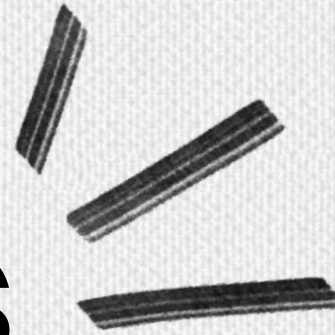


THE SOLUTION

- 1.** Traffic directed to WhatsApp conversion landing in a search network campaign.
- 2.** Meta Ads and creative content strategy.



RESULTS



- ◆ Average of over 20 new conversations per day;
- ◆ **Average Cost Per Lead of R\$ 2.19;**
- ◆ **Products priced at R\$50 with an average sale ticket of R\$ 1,700.**

