

CASE STUDY

## How HAIRLOVE Improved ROAS And Scale with Third Element.

Founded by former Mrs World winner, HAIRLOVE caters to women across the globe, featuring products to help with hair growth. Looking to scale and improve performance, HAIRLOVE chose Third Element as their agency partner.



**After auditing HAIRLOVE's existing campaigns  
and website, we implemented a change in strategy.**

HAIRLOVE was heavily reliant on one paid channel, and was not leveraging CRO data to optimize their campaigns or landing pages. We were brought on under our Full Service Agency model to handle paid media, development, creative, CRO, AOV optimization, and email + sms management for HAIRLOVE.

Data driven decisions. **Real results.**



**\$1.5mm+**

Ad Spend Managed<sup>1</sup>

**280%**

Increase in Total Sales<sup>2</sup>

**37%**

Increase in AOV<sup>2</sup>

**57%**

Increase in CVR<sup>2</sup>

**15%**

Increase in Klaviyo  
Attributed Conversions<sup>2</sup>

**62%**

CRO Win Rate<sup>1</sup>

<sup>1</sup> August 2022 through July 2024

<sup>2</sup> August 2023 through July 2024

## By leveraging our relationships, HAIRLOVE received more actionable data.

Third Element stepped in and implemented industry-leading tools from some of our top partners, many at discounted rates. These tools gave HAIRLOVE access to clear attribution and retention data allowing Third Element to scale existing campaigns profitably, and launch new sources in low-risk environments.



# Paid Media

## Third Element helped HAIRLOVE scale existing campaigns and launch new sources.

HAIRLOVE was relying solely on Facebook Ads and was seeing daily volatility when Third Element stepped in. We were able to take over full management of their Meta Ads account, changing the ad strategy from product-based ads to a more direct-response style creative and lander. This not only improved click-through rates and CVR on Meta, but gave HAIRLOVE the confidence to fire up other paid social channels, retargeting platforms, connected TV, and paid search (which has been their most profitable source to date).

- ✓ 16% Increase in CTR on existing Meta Campaigns<sup>1</sup>
- ✓ Launched Paid Search with a CPA 41% lower than Meta
- ✓ Launched retargeting sources recovering over 2200 orders<sup>1</sup>
- ✓ Delivered a direct-response focused ad strategy
- ✓ Leveraged our creative and development services to deliver cohesive high-performing creatives and landers
- ✓ Introduced Google Shopping Ads, Facebook, Instagram & TikTok stores for easy shopping

<sup>1</sup>August 2022 through July 2024

Paid Media

# Development

Creat

CRO

AOV

Email + SMS

**HAIRLOVE relies on us to handle all website optimizations and lander builds.**

Our team of experienced Shopify developers helped HAIRLOVE not only build and launch a brand new custom designed website, but continues to work hand-in-hand with their branding and marketing teams to launch store promotions, optimize SEO, and develop new landing pages for use with paid media.

- ✓ With 83% of HAIRLOVE's traffic being mobile, focus has been on responsiveness
- ✓ Successfully built & launched a custom designed Shopify theme allowing HAIRLOVE to make simple day to day edits with no code knowledge
- ✓ We manage HAIRLOVE's full suite of apps, recommending several partner apps to provide better user-experience and deeper data insights
- ✓ Integration of platform specific paid media tracking pixels through Shopify's new Customer Event tool
- ✓ Implementation of any tests our CRO team dreams up

# Paid Media Development Creative

## Performance based asset creation.

HAIRLOVE leverages our Creative service to provide fresh ad creatives on an ongoing basis, allowing our paid media team to continuously split test new assets reducing ad fatigue. Additionally, our creative team works hand-in-hand with our CRO team to bring all optimization ideas to life.

- ✓ Over 680 paid media creatives delivered<sup>1</sup>
- ✓ Over 100 unique direct response landing pages designed<sup>1</sup>
- ✓ Over 150 promotion marketing materials delivered<sup>1</sup>

<sup>1</sup> August 2022 through July 2024

## 62% Split test win rate.

With a strong focus on paid media lander optimizations for HAIRLOVE, Third Element has been able to achieve a 62% win rate on split tests launched. These tests have directly contributed to 57% increase in CVR and 37% increase in AOV allowing our paid media team to successfully scale ad spend.

- ✓ 57% increase in CVR<sup>1</sup>
- ✓ 37% increase in AOV<sup>1</sup>
- ✓ 62% win rate<sup>1</sup>
- ✓ 117% increase in front-end subscription take rate<sup>1</sup>
- ✓ 414% in active subscription customers<sup>1</sup>
- ✓ 20% increase in 60 day LTV<sup>1</sup>
- ✓ Over 120 landing page tests launched<sup>1</sup>
- ✓ Over 155 post-purchase upsell tests launched<sup>1</sup>
- ✓ Over 30 pre-purchase upsell tests launched<sup>1</sup>
- ✓ Over 10 buy-box iterations tested on PDPs<sup>1</sup>

<sup>1</sup> August 2022 through July 2024



Paid Media

Development

Create

CRO

AOV Optimization

Email + SMS

## **HAIRLOVE relies on Third Element for Klaviyo flow and campaign management**

From flow optimization to content and promotion campaign management, HAIRLOVE trusts Third Element's email and SMS expertise.

- ✓ 15% increase in Klaviyo attributed conversions<sup>1</sup>
- ✓ Introduced & launched an effected SMS strategy
- ✓ 11.8% increase in click rate<sup>1</sup>
- ✓ 87% increase in email opt in rate<sup>1</sup>
- ✓ 3.79% decrease in email unsubscribe rate<sup>1</sup>
- ✓ Open rate, click rate, bounce rate, unsubscribe rate, and spam complaint rate all better than industry averages<sup>1</sup>

<sup>1</sup>August 2023 through July 2024