



E-Commerce Success

How Reviving Scamp & Dude's Meta Ad Account Caused a *Bolt* in Sales ⚡

SCAMP & DUDE ⚡

“We’ve gone from feeling stuck with our ad performance to seeing consistent growth and new customer acquisition.”

*Mandeep Ramanay-Singh -
Scamp & Dude*

Scamp & Dude is a boutique clothing brand known for its heartfelt mission and vibrant designs. Targeting women aged 35 and above, this unique business has been creating a supportive, uplifting community since its establishment in 2016, and has continued to light up the e-commerce landscape.

Spotlight *on Stats*

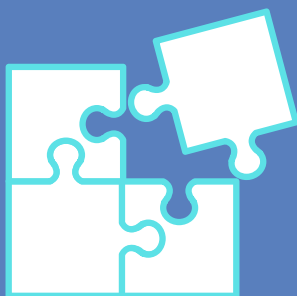
CPA: £8.75
(was £21.42) < 84%



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Mandeep Ramanay-Singh is the Head of Digital Performance & Marketing. “Scamp & Dude is an amazing female-led brand to work for. Purpose is at its heart and that’s what makes it super special. And we’ve got a real core customer group who are really devoted.”

However, as every marketer knows, managing digital performance for a beloved brand comes with its challenges. Shortly after Mandeep took on her role at Scamp & Dude, she realised there was a problem. Despite a strong brand and loyal following, their Meta Ad performance was stagnant and inefficient, primarily targeting warm audiences.



The Challenge:

Lacklustre Ad Performance and Little Support



Mandeep explained, “When I came on board, we were paying a lot for an agency but I didn't really feel like they were running the account in the best way possible. They were going after the easy wins by retargeting the same audience repeatedly.” For the business, this meant high ad frequency and diminishing returns, with their audience pool not expanding. In addition, Mandeep discovered that a third-party tool was complicating the analysis of results in Meta Ads Manager.

This approach resulted in overspending without clear insights into the performance metrics – and it was putting pressure on the marketing team. “The agency wasn't giving us the support we needed, like coming back with any ideas, adding creative, or wanting to do more testing. It felt one-dimensional.”

Mandeep knew whom she needed to contact. Having previously worked with Louise Beasley, Mandeep was confident she would make a difference.

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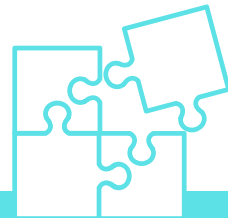
“I just know that Louise was the right fit – she is really collaborative, treats every account differently, and is really devoted to what she does.”



Louise took charge of the account in December 2022, implementing a strategy focused on a comprehensive funnel that included top-of-funnel (TOF), middle-of-funnel (MOF), and bottom-of-funnel (BOF) activities. Her goal was to attract new customers while nurturing existing ones, effectively broadening the audience base and improving overall performance.

The Solution:

Tailored Strategies and Collaborative Management



Mandeep was confident in Louise's tailored strategy. "Louise is really dedicated and her approach, as opposed to the one-size-fits-all method of the previous agency, was exactly what we needed," she says.

By excluding warm audiences when necessary and focusing on targeted campaigns, Louise successfully reduced the average account-wide cost per acquisition (CPA) and improved return on ad spend (ROAS).

The Results:



Significant Cost Reductions, Increased Customer Acquisition, and Long-Term Growth

The results of Louise's efforts were evident within the first few months. From December 2022 to November 2023, Scamp & Dude's average account-wide CPA dropped from £21.42 to £9.67, while the account-wide ROAS, although slightly lower due to targeting new audiences, remained strong at 36.68. This strategic shift enabled the brand to grow significantly. As Louise's strategies brought in new customers and increased revenue, Mandeep described how much she enjoyed having Louise alongside her...

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“She's a joy to work with...we brainstorm really well together, she's really organised, and she's receptive to adapting to the way that everyone works.”



Louise's meticulous management of the ad budget and her constant optimisation efforts have brought cost efficiencies to Scamp & Dude and the support that Mandeep was looking for. Mandeep expressed her relief:

“Working with Louise has made my job less stressful. It's a super collaborative relationship of really working together. I trust her. There's a lot of collaboration and a lot of trust.”

Scamp & Dude are spending more efficiently and seeing better results and Mandeep has someone she can depend on working with her. When asked what she'd do without Louise, Mandeep said, ***“I'd be a lot more stressed– and spending a lot more money!”***

Does your ads management feel off-the-shelf, or is it tailored to your needs?

For a collaborative management of your ads – and for less stress and more sales – contact Louise Beasley.



louise@louisebeasleysocial.com

+44 (0)7867 787283

LinkedIn: <https://www.linkedin.com/in/louisebeasley>

www.louisebeasleysocial.com

