



#DARETOGROW STORIES

HOW 8 AMBITIOUS BRANDS ELEVATED
THEIR MARKETING WITH ADROLL





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boomf

CLAUDIO LUGLI
QUALITALY

STUDENT.COM

TOPO
DESIGNS
COLORADO, USA

SUNSKI

I'D RATHER BE WITH MY DOG
YOUR PURCHASE HELPS SAVE LIVES

TEEPUBLIC

Reykjavik
Excursions



Introduction

We've spent the past year getting to know our customers and learning how they've overcome insurmountable odds—whether they be limited resources, small budgets, or lack of expertise—to compete on the world's biggest stage.

The #DareToGrow stories we're showcasing are powerful, inspirational examples of what it means to "Dare To Grow" despite the headwinds and hardships it may bring. In the end, we believe that anyone can realize their dreams if they have courage, grit, and the right tools.

Through these #DareToGrow stories, we share how our customers have taken make-or-break moments and turned them into professional and personal breakthroughs. These transformations are at the heart of not just these customer stories but also our own.





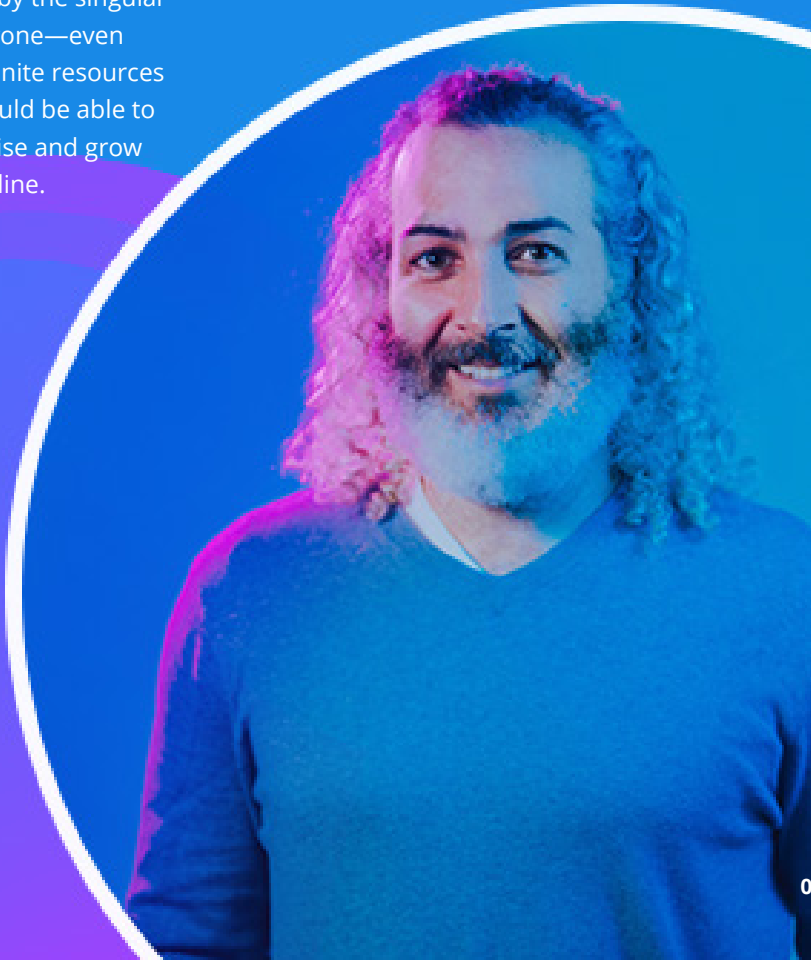
How AdRoll Came to Be

Aaron Bell's #DareToGrow Story

A little over 10 years ago, AdRoll co-founder Aaron Bell was working for NASA when his girlfriend (now wife) was setting up her own food business, Matisse & Jack's.

Aaron was fascinated with the challenge of promoting the Matisse & Jack's brand online. But the more research he did, the more frustrated he became by how expensive and complicated it was. That's when a light bulb went off. What if you didn't need the resources and budget of a Fortune 500 company to advertise like one?

With that, Aaron and his friend Jared Kopf founded AdRoll with the goal of democratizing digital advertising so that brands of all sizes could do it. Since the beginning, AdRoll has been guided by the singular principle that anyone—even those without infinite resources and budget—should be able to effectively advertise and grow their business online.





Hannah Kennedy's #DareToGrow Story

Plateauing sales were a real problem for Boomf. The brand had to find a way to evolve past their line of marshmallow products. Hannah Kennedy, head of marketing, did a test run of a product prototype, the Boomf Bomb, and the results were explosive.

AdRoll helped Boomf build out a digital go-to-market strategy that scaled the success of the soft launch. The Boomf Bomb provided the spark the brand desperately needed and inspired them to expand their line of products. AdRoll has been there every step of the way, supporting Boomf as they increased their revenue by 123%.



Internal Dynamic Ad Team

AdRoll's in-house design team helps Boomf attract shoppers by taking the creative assets they have and turning them into beautiful ads.

Key Metric

Increased revenue by 123%



AdRoll was the perfect partner to support us in bringing the Boomf Bomb to market. I can throw them any mismatched assets and they manage to pull together this fantastic campaign that acquires an insane number of new customers.

—Hannah Kennedy, Head of Marketing, Boomf

About Boomf

Boomf is a UK-based company that makes and delivers personalized gifts. The brand, founded in 2013, has a wide range of gifts, including photo-printed marshmallows and cards.



Nav Salimian's #DareToGrow Story

Despite their loyal customer base, going out of business was a very real possibility for Claudio Lugli. Nav Salimian, head of marketing, knew that in order to survive, Claudio Lugli needed a digital-focused strategy to attract more customers.

AdRoll helped Nav craft a cohesive digital strategy, from creating ads to reaching the right shoppers, and their first campaign saw an insane return of 27x. The results gave Nav the confidence to shift Claudio Lugli's focus to e-commerce—building a global customer base almost entirely online.



Audience Segmentation

Claudio Lugli uses AdRoll's segmentation tools to create targeted audience segments—making it easier to reach their desired shoppers with relevant ads.

Key Metric

Black Friday campaign drove 27x ROI



The first campaign with AdRoll returned 27 times the ROI. Now, we're in a position where we have our own warehouse and private showroom, we're stocked in many stores in the UK, and we have a fantastic website.

—Nav Salimian, Head of Marketing, Claudio Lugli

About Claudio Lugli

Claudio Lugli, a UK-based fashion brand, makes vibrant statement shirts that mix Italian-inspired designs with bold patterns and prints. The brand has become a favorite for celebrities and has an online community of over 20,000 followers.



Spyridon Mesimeris's #DareToGrow Story

The phones weren't ringing nearly enough for Student.com. The student-housing company wasn't hitting their sales goals for their Malaysian call center. Spyridon Mesimeris, head of digital marketing, needed to improve sales and build buzz in this market.

AdRoll helped Student.com build a marketing campaign that had their call center phones ringing off the hook—expanding their reach by 80%, driving more website traffic, and increasing their bookings. Student.com was so impressed with the results that they expanded their marketing to include both Facebook and Instagram.



Personalized Customer Experiences

With AdRoll, Student.com uses everything they know about their website visitors to suggest housing options, specific locations, and much, much more.

Key Metric

Expanded online reach by 80%



The moment we launched our campaign, we started seeing results. We work with AdRoll to re-engage students who have visited our website and left without booking a room.

—Spyridon Mesimeris, Head of Digital Marketing, Student.com

About Student.com

Student.com is the world's leading marketplace for international housing—helping students from all over the world find their perfect homes abroad. Since its launch in 2011, the brand has been connecting students to professional landlords.



Rich Krolikowski's #DareToGrow Story

Even with their cult following, Sunski had to stand out in a competitive industry. The answer was a rebranding initiative to excite and grow their customer base. To support the massive project, Rich Krolikowski, e-commerce manager (and sole marketer), needed a solid digital strategy that ran across multiple channels.

AdRoll helped Rich execute a strategy that put Sunski front and center across email, social, websites, and beyond. Sunski's rebranding campaign really delivered—introducing them to new in-market shoppers, building repeat business with customers, and driving 2.4x ROI.



Multichannel Campaigns

Sunski leverages AdRoll's ability to get their display ads placed on top websites and social media platforms (including Facebook) to get more people shopping across the entire internet.

Key Metric

Delivers a consistent 2.4x ROI



AdRoll was definitely instrumental in getting this new brand out there. They helped me break down how the funnel looked and how we wanted to position our messaging at different phases of the customer journey.

—Rich Krolikowski, E-commerce Manager, Sunski

About Sunski

Sunski, founded in 2012, is a sunglasses and lifestyle-apparel brand that creates an affordable line of polarized sunglasses. The brand is a member of 1% for the Planet and donates a percentage of its revenue to environmental nonprofit organizations.



Adam Lasky's #DareToGrow Story

The holiday season is crucial for TeePublic since they make most of their revenue during this time of year. Adam Lasky, head of marketing, knew that this campaign—his first with the company—had to drive real sales.

AdRoll helped Adam target the right shoppers, make on-the-fly campaign adjustments, and get the most bang for his marketing buck. As a result, Adam smashed his initial holiday sales projections by 2x.



Dynamic Ads

With AdRoll's help, TeePublic utilizes dynamic ads—ads that feature previously viewed, recommended, or top products—to bring previous customers back to their website.

Key Metric

Beat sales goals for holidays by 2x



Trying to figure out the best way to serve ads to our high-, mid-, and low-intent customers—to me, it was a black box. AdRoll came in and said, 'Okay, we should target these users at this cadence and this frequency, with this budget.' We doubled our revenue based on what we were projecting.

—Adam Lasky, Head of Marketing, TeePublic

About TeePublic

TeePublic is a digital marketplace where independent artists and influencers from around the world can sell their designs. The brand has expanded beyond T-shirts into other products such as phone cases, notebooks, mugs, and more.



Abby Czarniecki's #DareToGrow Story

The sales numbers weren't looking good for Topo Designs. With Cyber Monday 10 hours away, Abby Czarniecki, digital marketing analyst, was facing the reality of months of hard work and resources going down the drain. The brand's yearly revenue goals were tied to the sales driven by this campaign.

With AdRoll helping her reach shoppers and drive site traffic, Abby was free to focus on a new strategy. She devised a surprise-and-delight campaign that gave shoppers an even better deal than originally advertised. The results were HUGE—delivering the most online sales to date. Topo Designs has built on the success of this campaign to drive a consistent 7.6x ROI.



Campaign Optimizations

With ads that optimize and adapt automatically, Topo Designs is able to ensure that their AdRoll campaigns are working around the clock to get people shopping.

Key Metric

Delivers a consistent 7.6x ROI



In terms of strategy, AdRoll is fantastic about letting us know what we should be doing. When it comes to digital marketing, things are constantly changing, so having a partner who can give us expert guidance is really invaluable.

—Abby Czarniecki, Digital Marketing Analyst, Topo Designs

About Topo Designs

Topo Designs, founded in 2008, is an outdoor apparel company based out of Colorado. They specialize in making backpacks, bags, apparel, and accessories for people who value functionality and design.



Doug Ratner's #DareToGrow Story

Gaining over 250,000 Instagram followers was no walk in the park for Doug Ratner, CEO and founder of I'd Rather Be With My Dog. The lifestyle brand had a large pack of followers, but Doug knew he had to leverage them to find more customers.

AdRoll helped Doug turn Instagram into the place to find the right shoppers and engage them with effective ads. With over 3x ROI on Instagram, Doug continued to conquer online marketing across Facebook, the web, and email. I'd Rather Be With My Dog has since grown their global following—from China to Indonesia to Russia to Australia.



Single Customer View

I'd Rather Be With My Dog syncs their AdRoll account with the other platforms they use (Shopify, Mailchimp, and Funnel) to see how their marketing is performing from a centralized dashboard.

Key Metric

Over 3x ROI driven on Instagram



AdRoll brought in a noticeable increase in sales and new conversions. I know now that the bulk of my budget needs to go into advertising on Instagram. Without AdRoll, I wouldn't have had the metrics and data to see that.

—Doug Ratner, CEO and Founder, I'd Rather Be With My Dog

About I'd Rather Be With My Dog

I'd Rather Be With My Dog is a lifestyle brand that sells dog-related apparel. The business started off as a song and quickly evolved into a runaway success on social media. Portions of their sales are donated to different causes weekly.



Ari Steinarsson's #DareToGrow Story

Despite being one of Iceland's most established tourist brands, Reykjavik Excursions knew that they were still missing out on opportunities for growth. Their marketing manager (and sole marketer), Ari Steinarsson, had to modernize their marketing strategy.

AdRoll helped Ari convince his bosses to commit real resources toward a digital-first strategy by proving it was the smartest way to drive more sales. This was a huge boon for Ari—transforming a one-man marketing team into a revenue powerhouse. The brand has since captured the lion's share of the 2 million tourists who visit Iceland each year.



Attributable Insights

Reykjavik Excursions uses AdRoll's attribution dashboard to find out which marketing activities lead to the most sales and how long it takes a shopper to complete a purchase.

Key Metric

Achieved a CPA of \$3.60



I knew I really needed help, and that's when I turned to AdRoll. Now I can see the return on investment from our campaigns, ads, and banners and understand what is and isn't working. That's important for a one-man marketing department.

—Ari Steinarsson, Marketing Manager, Reykjavik Excursions

About Reykjavik Excursions

Reykjavik Excursions, founded in 1968, is a fully licensed travel agent and tour operator in Iceland, offering day tours and guided trips around the country. They recently embarked on an ambitious project that promotes responsible tourism.

Since 2007, AdRoll has been on a mission to help businesses compete online and grow revenue. Ambitious commerce brands use the AdRoll Growth Platform to make their display, social, and email advertising work together to accelerate business growth. Powered by industry-leading automation and personalization, brands are better able to structure, measure, and sync their marketing efforts. Built for performance, our Growth Platform sees 37,000 customers generate more than \$246 billion in sales annually.

AdRoll is headquartered in San Francisco, with offices in New York, Dublin, Sydney, London, Tokyo, Chicago, and Salt Lake City.
