



LONBALI

Crafting Customer Loyalty:

The Strategic Path with 1st-Party Data

Maktagg

THE GOAL

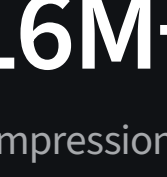
To grow Lonbali's audience and drive conversions through a strategy using StackAdapt to target new prospects, activate against Shopify audience segments, and enable dynamic retargeting.

THE SOLUTION

Leverage Lonbali's first-party data for dynamic retargeting, utilizing specific abandoner audience segments from Shopify and StackAdapt's proprietary targeting.

THE RESULTS

This collaboration resulted in significant expansion, leading to a more than 6X increase in Return on Ad Spend (ROAS) compared to the year prior.



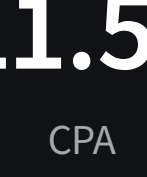
16M+

Impressions



24,230

Direct Click on Dynamic Ads



11.51

CPA



1,240%

ROAS



LONBALI

Lonbali, a Barcelona-based women's fashion brand founded in 2016, known for its exclusive designs and growth aided by Maktagg, partnered with StackAdapt for programmatic advertising. This collaboration aimed to improve their Cost Per Acquisition and enabled further testing and growth strategies.

THE GOAL

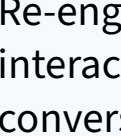
Innovative Approach with StackAdapt and Shopify



In partnership with StackAdapt, Maktagg developed a comprehensive strategy to further capitalize on Lonbali's success on Shopify's ecommerce platform. This collaboration focused on testing, learning, and implementing dynamic retargeting, while incorporating StackAdapt's proprietary targeting through contextual and browsing audiences. With this layer of proprietary targeting, Lonbali has successfully acquired new users, particularly during seasonal moments and promotions, such as Black Friday, Cyber Monday, San Valentine and Mother's Day.

The core of this initiative emphasized dynamic targeting precision, incorporating StackAdapt's proprietary targeting methods to meticulously focus on the cart abandoner segment available in Shopify. By leveraging this advanced targeting technology, Lonbali could more effectively re-engage potential customers who previously had shown interest but did not complete a purchase, thereby enhancing conversion rates and customer acquisition efforts.

Utilizing the comprehensive integration of StackAdapt and Shopify, Maktagg and StackAdapt aimed to maximize retargeting efforts to significantly bolster Lonbali's market impact. **This strategic approach employed several key tactics:**



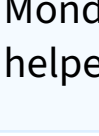
Dynamic Retargeting

Re-engaging users who had previously interacted with Lonbali's site to drive conversions.



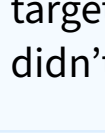
Proprietary Targeting

Leveraging StackAdapt's proprietary targeting capabilities for more refined segmentation.



Seasonal Campaigns

Seasonal promos for Black Friday, Cyber Monday, Valentine's, and Mother's Day helped attract and convert new customers.



Shopify Audience Segment Focus

Focused on Shopify cart abandoners, using targeted strategies to convert users who didn't complete their initial purchases.

THE SOLUTION

Tailored Engagement for Maximum Impact



The strategy was straightforward yet powerful: deliver personalized ads to customers based on their previous interactions with the Lonbali website and brand. By highlighting products and content that resonated with past behaviours, the campaign effectively helped Lonbali to re-engage both current customers and prospects. It helped to deepen brand affinity—ultimately increasing conversions.

These are the retargeting tactics that were implemented:

01

Track and Analyze Consumer Behavior

By monitoring consumer interactions, StackAdapt and Maktagg enabled Lonbali to gain deeper insights into customer preferences and shopping behavior.

02

Create Dynamic Audiences

Consumer behaviour data obtained through the Shopify cart abandonment segment was utilized to enhance the growth objectives and strategic approach.

03

Implement Dynamic Retargeting

StackAdapt's dynamic retargeting and proprietary targeting helped Maktagg support Lonbali in re-engaging high-intent users who showed interest but didn't complete a purchase.

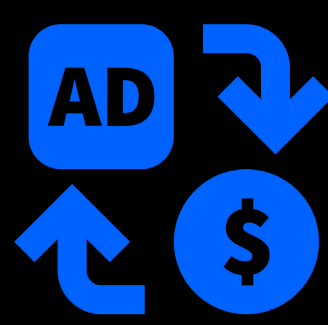
04

Optimize Campaign Performance

StackAdapt and Maktagg ensured campaign efficiency helping Lonbali to refine their campaigns to drive stronger conversion rates and maximize return on investment.

THE RESULTS

Performance Fueled by Strategic Partnerships



As a result of the strategic synergy between StackAdapt, Shopify, and Maktagg, Lonbali saw extraordinary results—most notably, a dramatic increase in Return on Ad Spend (ROAS). This partnership facilitated a substantial growth trajectory, with ROAS growing over 6x from the previous year.

18,000%



ROAS

3,000%

From Q4 2023 to Q4 2024, ROAS increased over 6x year-over-year, soaring from an already impressive 3,000% to a staggering 18,000%. Dynamic retargeting, which has been a core part of the strategy since 2022, played a key role in this success. By layering additional targeting strategies, showcasing the effectiveness of leveraging cutting-edge strategies to enhance brand performance and market reach.

Using Lonbali's first-party data available through their Shopify store, StackAdapt and Maktagg were able to focus retargeting efforts on Shopify audience segments, unlocking actionable insights across different parts of the Lonbali site funnel. The audiences we focused on were:

> Cart Abandoners

> Checkout Abandoners

Key Outcomes

Maximized Customer Potential

Through dynamic retargeting and personalized marketing, Lonbali successfully converted interest into sales, building a loyal and engaged customer base.

Innovative Growth Ventures

By strategically leveraging StackAdapt's proprietary contextual and browsing audience targeting, and activating Shopify first-party data for personalized retargeting, Lonbali expanded its reach and continues to drive innovation and growth within the industry.