seqoya
case study

seQoya

Context

Seqoya is an online watch store, selling hand-made wooden products from simple, organic and unique materials.

Seqoya reached out to mobusi to not only gain users and increase sales but to also create brand awareness and strengthen their image.

Objectives

- Gain users and increase sales
- Create brand awareness
- Convert users into clients

Plan

Use different Native Ads sources and cycles of the funnel.

Native Ads

We have focused our actions on using different native advertising formats, in which we produce attractive and catchy content as well as creating specific landing pages for the advertiser.

Results

With these actions, we have been able to generate, on average, nearly 900 monthly orders and a high of almost 70 a day, in accordance with the stock and availability of the advertiser.

There is a clear correlation between our efforts and the increase of sales. As we increased our investment in advertising costs, the organic results of the advertiser also surged.

● Income

80.000 €

40.000 €

8 jun   22 jun   6 jul   15 jul   27 jul
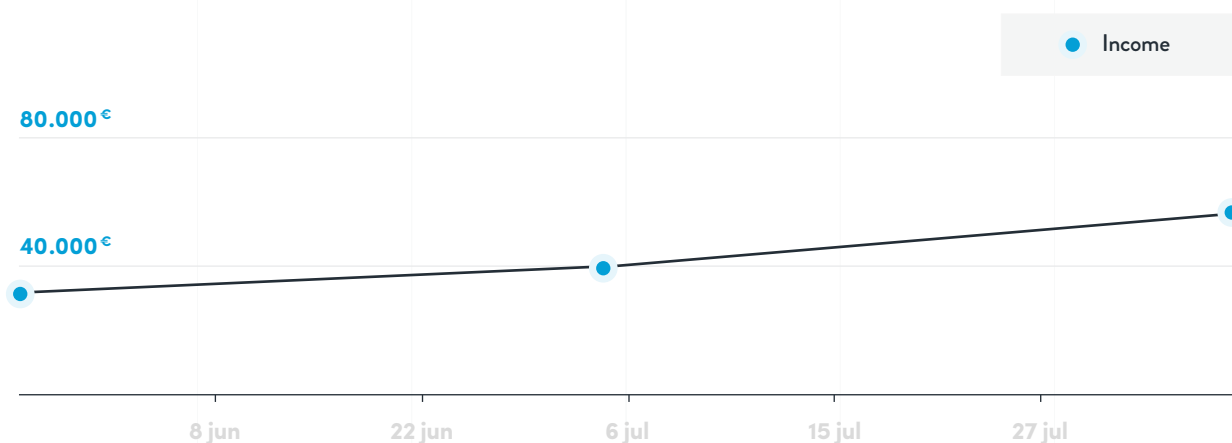
Number of max. daily sales / Orders	**$4,150** / **69**
Number of monthly max. sales / Orders	**$62,840** / **1,055**
Newly-obtained clients	**2,698** *

★ 891 new clients a month on average

fibonad Source
Period of April–August 2017