



MILK SNOB

For over a decade, Milk Snob has been supplying new parents with high-quality, multi-purpose nursing covers and a variety of baby essentials. Milk Snob's team came to Logical Position to tighten up their already successful paid social strategy and find innovative ways to reach their targeted audience. After making the switch, Milk Snob saw not only a steady increase in performance but improved ad returns as well.



(800) 875-2129 | info@logicalposition.com
Oregon | Illinois | Nevada | Texas
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GOALS

Logical Position had two main objectives when approaching Milk Snob's account: develop more informative ads and boost brand awareness. To complete the former, Logical Position worked to emphasize the uses and benefits of Milk Snob's products and utilized collection ads to educate potential customers on product use-cases. To promote Milk Snob as a brand, Logical Position leveraged a combination of purchase lookalike audiences and core audiences targeting women who are most likely to be new parents.



54%

Increase in ROAS



47%

Increase in Revenue



39%

Increase in Sales

RESULTS

Through revamped paid social campaigns, Milk Snob secured a higher number of sales more efficiently than ever. Logical Position's digital marketing approach produced 39% more sales and increased Milk Snob's ad revenue 47%. These campaigns reached better qualified audiences and helped educate prospective clients about the Milk Snob brand. In addition to building demand for Milk Snob's products, the ads Logical Position designed were more effective, as demonstrated by a 54% growth in return on ad spend (ROAS).



For our team, it has been extremely helpful to have a partner like Logical Position to optimize our ads. My advice to other companies looking to advertise on Facebook would be to find a partner that you trust, who can guide and maximize your success.



- Babette Bevan Chief Operations Officer for Milk Snob

Data based on performance comparison of period (8/22/17 - 8/7/18) vs. (8/8/18 - 7/24/19)