



WELL TOLD

Well Told (formerly known as The Uncommon Green) is a custom bar and drinkware brand creating unique, exceptionally crafted goods that tell their customers' stories. While they had been running social media ads on their own, the team at Well Told knew things could be taken to the next level with an agency's help. After developing a marketing partnership with Logical Position, Well Told began to see improved social ad performance and, most importantly, more sales.



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GOALS

Well Told wanted to increase sales coming from their social media ads and spend budget more efficiently. Once that was accomplished, they set a new goal to increase brand awareness through a prospecting campaign on Facebook and Instagram. Logical Position vigorously targeted past website visitors with remarketing ads before utilizing lookalike audience campaigns to promote Well Told's brand.



56%

Increase in Conversions



107%

Increase in ROAS



51%

Decrease in CPA

RESULTS

Logical Position's remarketing and prospecting campaigns quickly took off, with Well Told's conversions and return on ad spend growing 56% and 107% respectively. In addition to the uptick in business, the cost of acquiring a new customer (CPA) fell 51% YOY. Logical Position was able to expand on the success Well Told had already been seeing with their social media marketing, elevating their online presence in the process.



The onboarding was smooth and communication has been terrific. They provide enterprise-level expertise and service while also being affordable for small businesses on a budget. Most importantly, we are getting strong returns on our investment. Thanks, LP!



- Neil Angis Chief Marketing Officer for Well Told

Data based on performance comparison of period (11/01/17-12/31/17) vs. (11/01/18-12/31/18)