

BLVCK

FADE TO

BLVCK
PARIS

LOGICAL
POSITION

DEFINING SOCIAL
COMMERCE IN A
FASHION-FIRST
WORLD

+137%

Meta-Attributed Revenue

-50%

Cost-Per-Conversion

+20%

Sitewide Revenue

DATA DRIVES
PERFORMANCE.
**PERFORMANCE
SETS TRENDS.**



HOW BLVCK PARIS LIFESTYLE BRAND OVERCAME HIDDEN FRICTION

The Opportunity

Case Study Overview

About the brand

Blvck Paris is a global lifestyle brand known for its minimalist, all-black aesthetic across fashion, accessories, and homeware. Powered by viral drops and cultural collaborations, Blvck Paris stands at the intersection of fashion and digital culture.



Brand Appeal

- Fashion-forward accessories
- Limited-edition collaborations
- Lifestyle & homeware products

Campaign Obstacles

- Fast-paced drops
- Short product lifecycles
- Campaign attribution

Snapshot:

Industry

Fashion & Lifestyle

Services Used

PPC

Social

Business Type

Direct-to-Consumer (E-Commerce)

Primary Objective

Scale Social Commerce Channels

Designed for Cultural Impact & Timely Relevance.

The Problem:

Social Commerce Strategy Breakdown

Fast-paced fashion brands can generate demand, but converting attention into revenue requires adequate measurement tools.

Hype vs. Performance

- High engagement doesn't consistently translate to revenue
- Creative testing lags behind fast product drops
- Limited visibility into what content actually drives conversions
- Performance signals are fragmented across platforms
- Difficulty scaling winning content before momentum fades

Core Challenge:

- ⚡ Social engagement is instantaneous, but optimization doesn't always keep pace
- ⚙️ Without proper attribution, brands capture attention but miss the window to scale it



Typical Buying Journey



(happening in minutes, not days)

The traditional sales funnel has collapsed. Brands need to convert sooner to stay in front of impulsive buyers.

The Strategy

Rebuilding the Engine for Scale

Rebuilding from the ground up, Logical Position addressed key issues holding Blvck Paris back.

Fix the Tracking

- Aligned Meta + Northbeam data
- Repaired pixel + product catalog
- Established a single source of truth

Scale Creative Testing

- Always-on testing framework
- Focus on UGC, branded content, collabs
- Rapid iteration → reinvest in winners

Activate the Tech Stack

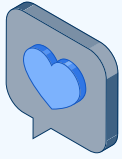
- Integrated Shopify, GA4, Klaviyo, Northbeam, Attentive
- Improved segmentation + geo expansion
- Enabled full-funnel visibility

From Guesswork → Precision

The Results

From Disruptor to Data-Driven Powerhouse

Metrics from 2025 in year-over-year comparison



The Social Takeover (Meta)

- +14% Ad attributed revenue
- 10% Ad spend
- 4% Cost per acquisition



Search Superiority (PPC)

- +18% Click through rate
- +20% Clicks
- 23% Cost per click

What worked: Consistent, compounding growth driven by better data + faster execution.

Blvck Paris shifted from reactive marketing to strategic, insight-led scaling.



Key Takeaway

Transforming a brand-new domain into a profitable, data-driven revenue engine.

1. Align Attribution Early

Create one trusted data source before scaling.

2. Get Agile with Creative

Test constantly—UGC, branded, new formats.

3. Maximize Your Tech Stack

Connect platforms for clean data + smarter decisions.

4. Build Feedback Loops

Let every launch inform the next.

5. Expand Intelligently

Use data to unlock new markets profitably.

**Ready to
scale like this?**

Let's Talk