



Shorebird Media drives a 2X increase in Oliver Space purchases

54%

Increase in Purchases

66%

Increase in Conversion Rate

The Story

San Francisco-based furniture & home decor subscription startup Oliver Space was founded with the mission to 'beautifully furnish your home quickly and easily with one low monthly cost.' The brand has seen a rise in demand across Los Angeles and San Francisco over the last year with customers seeking flexible furnishing options.

Campaign Goal

Oliver Space's goal was to increase sales in San Francisco and bolster its recent market launch in Los Angeles.

Our Strategy

Shorebird Media saw an opportunity to double down on creative strategy. Oliver Space had a unique offering and the brand understood that their business model required a level of education.

Oliver and Shorebird worked hand in hand to develop bold video concepts that both educated and inspired customers to create a space that they loved.

Shorebird leveraged Facebook's core audience to reach renters seeking high quality furniture.

To reach new customers the team expanded their Lookalikes audiences to include Lookalikes of high value customers. Shorebird Media targeted these audiences with a series image, video, and Stories ads to build awareness and drive efficient sales.

The team closed the loop by retargeting previous website visitors/abandon carts with a promotion off their first order.

Our Tactics

- Custom Audiences
- Lookalike Audiences
- Core Audiences
- Stories Ads
- Dynamic Product Ads



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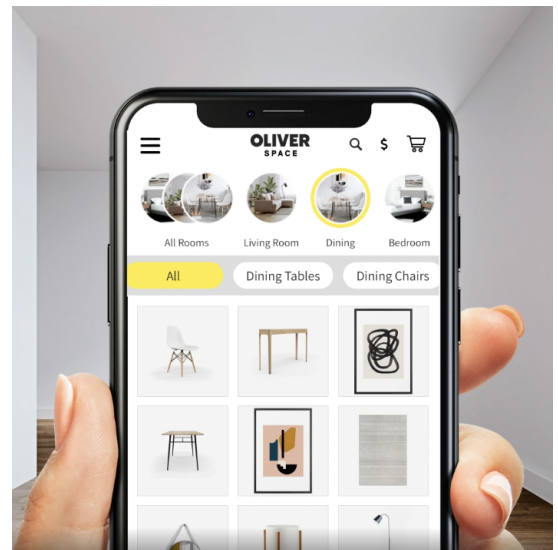


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*Ads Manager: August 2020 - January 2021