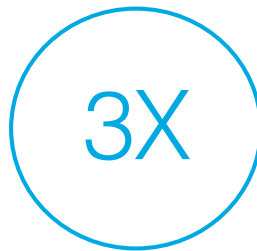
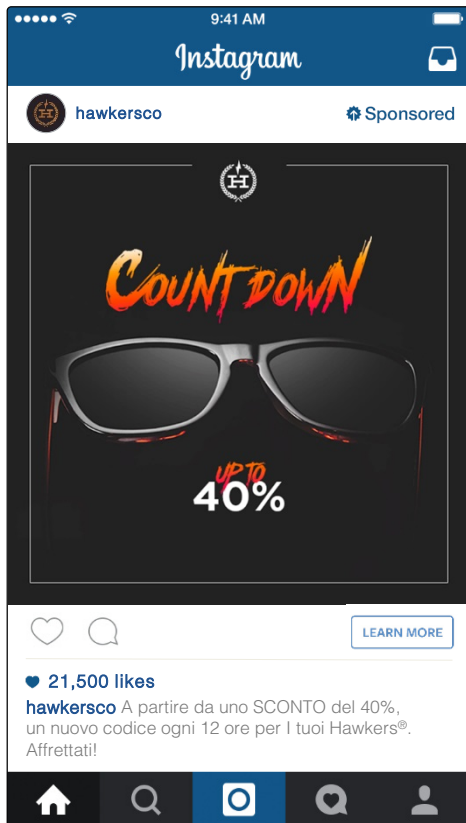


# HAWKERS

## Made in the Shades

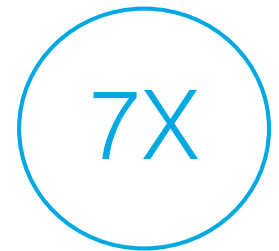
Hawkers Co. sunglasses used Custom Audiences to maximize the reach of a photo ad campaign on Instagram, coupling young, edgy imagery with a playful countdown promotion designed to spur online sales. This campaign made a splash with the brand's Spanish audience, delivering 11X ROAS.



overall ROAS in prospective market



average CTR (click through rate)



lower CPC (cost per click of webstore link) than via other media

### STORY

#### Hot sunnies, cool prices

Based in Spain, Hawkercosco is a sexy, next generation sunglasses company that sells direct to the consumer so there are no crazy prices — just high-quality sunglasses and crazy good style.

### GOAL

#### Energizing a summer sale

Hawkercosco wanted to boost its brand awareness and drive online sales by launching its end-of-summer promotion on Instagram in an innovative way that would complement its existing Facebook campaign and make a real impact on its Spanish audience.

### SOLUTION

#### Countdown to success

Hawkercosco worked with Instagram Partner Smartly.io to craft a campaign that would highlight the brand's summer countdown promotion, incentivizing customers to shop with discounts for those who acted quickly.

Collaborating with Smartly.io on strategy and set-up, the Hawkercosco team created a striking poster featuring a pair of their top-selling sunglasses overlaid with captions urging people to shop the ecommerce store. On the website, a banner clock and percentage-off code counted down over the 48-hour campaign.

Hawkercosco used Custom Audiences to retarget the promotion to existing customers and website visitors who had not completed a purchase. To access prospective markets, the team also used demographic and interest targeting to reach men and women living in Spain, aged 18-40, who liked high-end sunglasses and rock-and-roll.

Hawkercosco's Instagram campaign was a resounding success, with a 3X ROAS in prospective markets and a significant 11X ROAS in the remarketing segment, and an unusually low CPM (cost per 1000 impressions) — half that of similar campaigns launched in the same month.

“*There's a real market for our brand on Instagram, full of possibilities with engaged consumers that experience content in a wildly different way. This test has shown us that, along with providing much-needed campaign synergy, Instagram has customers that can be reached and engaged by our content. It really shows promise.*”

Axel Ramírez  
Lead Advertiser  
Hawkercosco