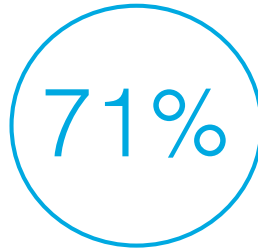
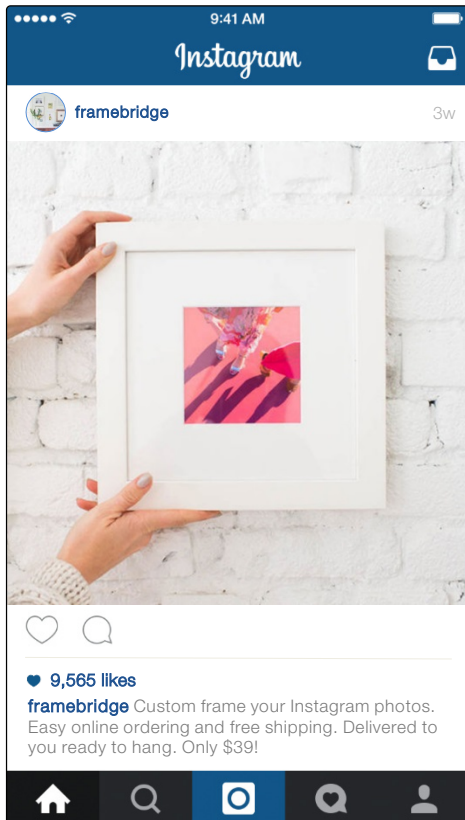


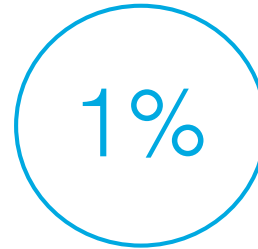
Framebridge

Framing Moments That Matter

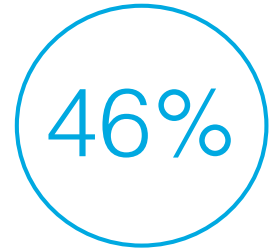
A custom framing company hired Instagram Partner, Ampush, to promote its unique online service on Instagram to specific audiences that had the potential to become long-term customers.



decrease in customer acquisition cost



click-through rate



increase in click-through rate over company benchmark

STORY

Custom Framing, Reinvented

Founded in 2014 by Susan Tynan, Framebridge is reinventing the custom framing model by enabling customers to easily order made-to-measure products online and through an iPhone app. The simple process, curated selection of frames and low prices help create a positive customer experience. Framed Instagram photos are a popular Framebridge product.

GOAL

Finding Loyal Customers

Framebridge wanted to generate exposure for its service and attract high-quality customers who had the potential to become repeat customers over their lifetime.

SOLUTION

Capturing The Moment

Framebridge, along with Instagram Partner, Ampush, used Instagram's targeting tools to create a number of audience variables, based largely on milestone moments:

- Interest targeting reached people interested in weddings—who might have wedding photos to frame.
- Behavioral targeting reached recent travelers and recent homebuyers—who might have vacation photos to frame and empty walls to fill, respectively.

Custom Audiences were used to further classify people who had never visited the Framebridge website; those who had in the last 30 days; and those who had added a product to their cart, but not checked out in the last 60 days.

Ads were served based on a person's unique set of variables, helping to achieve a high click-through rate, and bringing in new customers at a significant cost-savings for Framebridge.

Framebridge ads include images by Design Love Fest.

“Instagram provides an exciting opportunity to connect with a highly engaged digital audience committed to sharing their favorite life moments. We chose Ampush to help us advertise on the platform because of their strategic expertise, which helped us scale our marketing to a broad, relevant audience, and their creative services, which helped us drive customer conversions and utilize new ad products.”

Matt Carrington
VP Marketing
Framebridge