

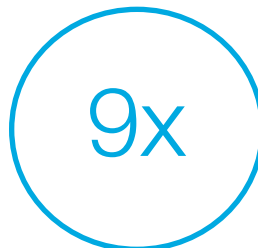
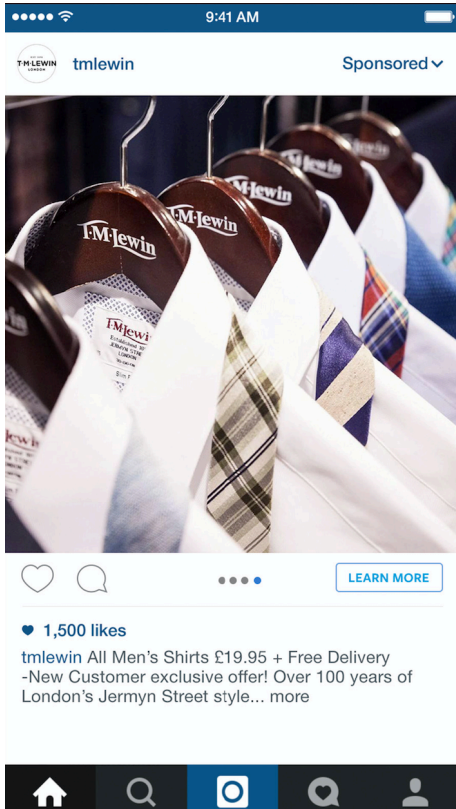
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# T·M·LEWIN

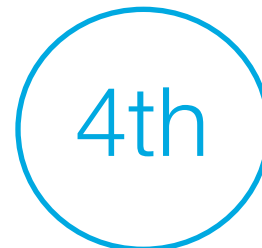
## LONDON

# Collaring New Customers

Heritage British shirt brand T.M. Lewin drove strong sales and acquired new audiences more efficiently by combining advertising efforts across Instagram and Facebook.



decrease in cost per acquisition



largest acquisition channel for T.M. Lewin is Instagram

### STORY

## Modern traditions

From traditional beginnings in London's Jermyn Street over 100 years ago, shirtmaker T.M. Lewin has grown to become a modern global tailoring brand with a strong online presence.

### GOAL

## Chalking up acquisitions

The brand's main priority in its UK and international markets was to attract new customers and reinforce awareness of the T.M. Lewin brand in the marketplace.

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We wanted to drive new customer growth at scale and expose the brand to millions of users on a consistent basis. The Facebook and Instagram ad placements, together with advanced targeting and custom and lookalike capabilities, enabled us to meet our objectives for new customer acquisition and gain a competitive advantage over our direct competition.

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Sam Hodges  
Online Marketing Manager  
T.M. Lewin

### SOLUTION

## Tailored targeting

T.M. Lewin had already run successful direct response and brand awareness campaigns on Facebook, so it wanted to build on this by adding Instagram into the mix. Online marketing manager Sam Hodges used lookalike audiences based off of both website and Custom Audience to build out a wide audience of existing and potential customers to target.

Sam used carousel ads as a visually powerful way of grabbing audience attention and showcasing the T.M. Lewin aesthetic and selected products, alongside the call to action 'Learn More'. Ads were served across both platforms and the Facebook Pixel was installed on the website to track conversions from both platforms. The attention to detail resulted in a 9x decrease in cost per acquisition, and Instagram becoming T.M. Lewin's 4<sup>th</sup> largest acquisition channel.