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A Case Study



E-Commerce Shop Sock Fancy Boosts AdWords Conversions by 6x with AdHawk

An AdHawk Case Study

When Stefan Lewinger started the subscription sock company Sock Fancy in 2013, he ran into the problems that most businesses face when advertising their products online.

"Early on, we were never short of ideas for content or places to spend money on advertising online. We recognized the importance of dedicating time and resources to channels like AdWords, but we struggled to truly optimize our campaigns and budget. It felt like solving a Rubik's cube blindfolded that costs you money every time you guess wrong," he explains.

This shouldn't be surprising to anyone who has tried to use Google AdWords or Facebook Ads. Each platform comes with its own complicated set of rules and dashboards that require a PhD to understand properly. Stefan spent hours learning the nuances of each platform, but it still wasn't enough. "We were leaving conversions on the table and no company likes to admit there is money being wasted."

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Stefan Lewinger, CEO @ Sock Fancy on Online Advertising

Stefan and his team at Sock Fancy agreed that they needed something to help them leverage the mountains of valuable data sitting in their accounts. So, they began their search for a tool that would help them solve the digital advertising puzzle.

"I stumbled across AdHawk while looking for a solution on how best to address our AdWords

optimization problem. When I read on AdHawk's website that businesses suck at online advertising I figured they had to be good at their craft to make a statement like that," he says.

Getting Up and Running with AdHawk

One of Stefan's early concerns with integrating software to help simplify Sock Fancy's digital advertising efforts was the amount of work it would take to get everything up and running.

"Based on my experience with past advertising companies, the onboarding process is never fun and certainly not easy. I was preparing myself for another cumbersome process."

AdHawk was designed to make integration seamless. After just a few minutes, Stefan and his team were on the AdHawk platform and ready to tackle the challenges they faced with their digital advertising campaigns.

"I was impressed at how smooth and user-friendly it was to plug-in our different accounts. I've probably spent more time deciding which sock to wear in the morning."

Driving the Right Conversions

The moment Sock Fancy was finished integrating with AdHawk, it was time for the AdHawk Algorithm to work its magic.

AdHawk quickly began analyzing Sock Fancy's historical performance data, and uncovered trends that were positively and negatively impacting performance. Each time a trend was uncovered, AdHawk sent an actionable tip to Sock Fancy to optimize their campaigns. Each time Stefan accepted an optimization tip, AdHawk programmatically made the corresponding changes inside the Sock Fancy AdWords account.

We were surprised how quickly AdHawk delivered campaign advice. From bid adjustments to budget allocations, to keyword optimization, it feels like we approved tips everyday!

Stefan Lewinger, CEO @ Sock Fancy

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adjustments to budget allocations, to keyword optimization, it feels like we approved tips everyday! Within days we started seeing our ad CPA's trending down and conversions trending up.”

Prior to implementing AdHawk, Sock Fancy was battling low conversion rates and high customer acquisition costs. After AdHawk was implemented, Sock Fancy's monthly conversions increased by 6x and their cost per acquisition was driven down by 27%.

Much more, for much less.

The work that took hours of his day is now done effortlessly in just a couple of seconds. “My new morning routine now consists of coffee, checking the news, and approving my AdHawk recommendations,” Stefan says. That time savings mattered a great deal to him and his team.

“Entrusting AdHawk with our online advertising has turned out to be one of the best decisions I've made this year. Not only do we get great feedback, but the savings we are realizing actually pays for the service itself.”

Ready to try AdHawk for your business? Sign up below and our Strategy Team will reach out soon.

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