

BLOOM BABY

80%

PAID MEDIA
SALES INCREASE

68%

MORE PAID MEDIA
CONVERSIONS

Background

Bloom was founded by four dads who wanted to bring innovation and a modern design to baby products. Their iconic highchairs, cribs and bouncers are sold around the world.

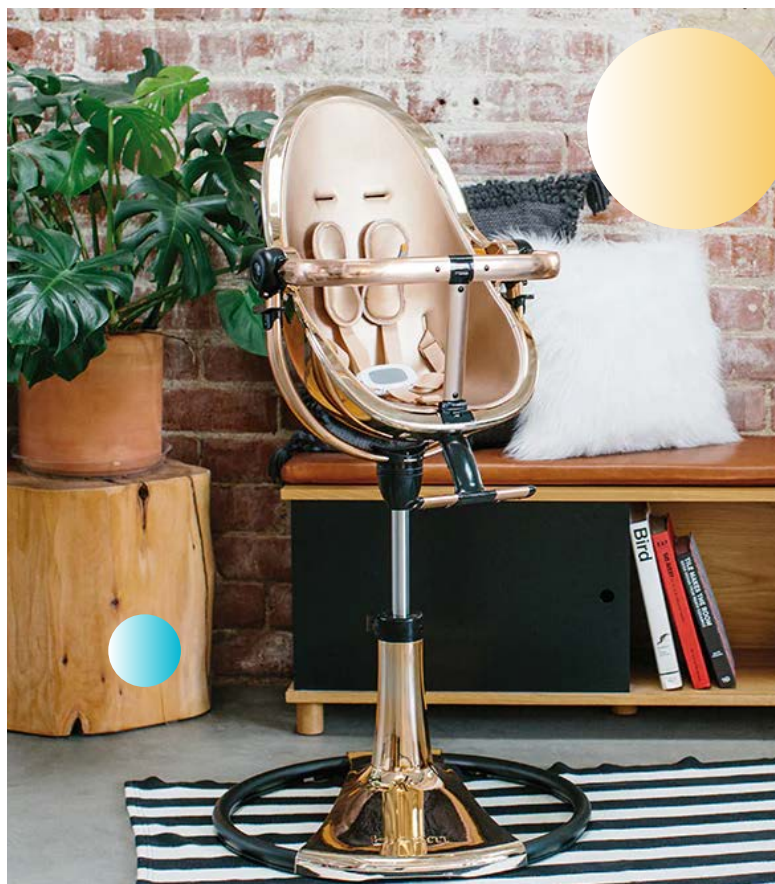
Visit bloombaby.com

Goal

Grow eCommerce revenue for the US and UK websites.

Results

Partnering closely with the Bloom team on marketing campaigns, strategy and creative, Maison Digital developed a paid media strategy that not only increased new customer acquisition but also increased the Return on Ad Spend (ROAS) by 9%. We focused on audience quality and then tested messages that resonated.



**63% Total
eCommerce revenue
is from paid media**

**Facebook sessions
increased by 92%
leading to orders
increasing by 115%**

**68% Increase
in assisted
conversions
from paid media**

Looking for an agency partner?

Learn more about Maison Digital