

# THE EVERCAKE

450%

YEAR-OVER-YEAR  
SALES GROWTH

620%

RETURN ON  
AD SPEND

## Background

The Evercake is an online boutique bakery that delivers custom cakes in Manhattan. As a relatively new business and serving a specific geographic area, The Evercake wanted to use paid media to amplify their voice in areas where they deliver. Through a three-step process, Maison Digital is able to scale with a targeted campaign at a 620% ROAS.

## Project Scope

- Paid media management on Yelp, Google and Facebook
- Geo targeted and hyper local (targeting by zip code) marketing
- In-depth reporting and analysis
- Creative planning and collaboration with The Evercake

## Results

Year-over-year sales are up +450% and sales in 2021 are up +65%, prior to launching campaigns.

Call volume and offline orders increased 15 - 20% from Yelp Ads and Google phone extensions.

Partnering with The Evercake's founder, we enhanced the user experience for a 4 ppt increase in conversions and added a cross-sell app that accounted for 5% of sales.



**450%**  
Sales increase

**20%**  
More calls  
and orders

**4 Percentage  
point increase  
to conversions**

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