

PINA CASE STUDY

OPTIMIZING OUR WAY TO
3x RESULTS IN 30 DAYS!



BACKGROUND

Planning an amazing party? You must have heard of PINA, an e-commerce brand offering pineapple rentals for parties. From now on, people don't need to spend their entire salary on buying pineapples, they can simply rent 1 or 2 and bring it back once they're done.

PINA came to me after running a campaign on Instagram, asking my help to improve their results, reduce costs and increase sales.

GOALS

Increase sales by 50% without changing the budget- \$1000 per month
Previous CPA was \$25 (total of 40 rentals).

CHALLENGE

We know why pineapples are so important if you want to throw a really great party! But not everyone gets it. Out of those visiting PINA website, the conversion was high - but the number of clicks on the ads was low. We needed to create a better funnel.

STRATEGY

Knowing that only older people might be familiar with the long-lasting tradition of displaying pineapples in parties as a sign of wealth and prosperity, we decided to switch platforms from Instagram to Facebook, narrow down the audience to older age groups and create visual assets that appeal to this group.

RESULTS

We managed to reduce the CPA from \$25 to \$8.5 and generate 117 rentals

