

Frederique Constant increased their website traffic by **79%**, generated revenue by **42%**, and reached **19,210** social media users

Challenge & Objective

Looking at innovative ways to connect with customers, and reduce costs without compromising on design and quality, seeking opportunity to tap start-up founders/ entrepreneurs to create another tier in the watch collector market, attracting new buyers with a slightly lower price-point.

Approach

- Increased SEO traffic on website through organic search yielded during
- influencer and sports marketing campaigns.
- The online campaign not only bolstered revenue figures by nearly 42%, but also triggered 19,210 social views.
- 79% increase in website sessions and inquiries compared to the same time last year with 69% less spends from Mainline Ads.

Tools Used



42%

Increase in revenue figure

79%

Increase in website sessions & inquiries

79%

Less spends from Mainline Ads

