



Digital Advertising Campaign for Jewelry Supplier

PROJECT DETAILS

 Advertising & Marketing

 Jan. 2017 - Jan. 2019

 \$50,000 to \$199,999



"Their process of weekly updates and feedback has been flawless."

PROJECT SUMMARY

Ignite Visibility ran a digital advertising campaign and worked on the return for existing ad spend efforts. They worked through Google Ads, Facebook, Pinterest, and Bing, and they optimized Google Tag Manager.

PROJECT FEEDBACK

The team provided weekly progress updates and feedback to ensure internal satisfaction. Their work has tripled the return on ad spend since the beginning of the engagement. Expect an accountable partner who works with client needs as their top priority.



The Client

Please describe your company and your position there.

I'm the digital marketing and e-commerce director for Rio Grande, a supplier for the jewelry industry.

The Challenge

For what projects/services did your company hire Ignite Visibility

We sought to consolidate our digital ad spend of Facebook, Pinterest, Google Ads, Bing, and other ad platforms.

What were your goals for this project?

We wanted to optimize and increase the return on our ad spend.



Jamie Rushad Gros
Ecommerce Director, Rio Grande



Advertising & marketing



201-500 Employees



Albuquerque, New Mexico

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





The Approach

How did you select this vendor?

We sent RFPs to various vendors and Ignite Visibility came in with an exceptional offering and presentation.

Describe the scope of their work in detail.

Ignite Visibility managed our digital ads offering and optimized them to deliver a high return.

What was the team composition?

I worked closely with their account manager and various technical resources.

The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

We saw three times the return on ad spend that we had with our previous vendor. A big piece missing from our ads prior to Ignite Visibility was the visibility and understanding of the potential our ad offering was bringing. They changed this by reporting bi-weekly, then weekly on ad performance. They've cleaned up our accounts, worked through Google Ads, and optimized Google Tag Manager.

How effective was the workflow between your team and theirs?

Their process of weekly updates and feedback has been flawless. Our point of contact has been incredibly detailed in his work and has ensured tremendous results.





What did you find most impressive about this company?

Our account manager dedicated his time and effort to our projects and made us feel like his top priority.

Are there any areas for improvement?

No, except to continue to increase transparency.

