

AMBIANCE  
SAN FRANCISCO

*Women's fashion e-commerce  
and local retailer brand*

# PPC/SEO/CRO Case Study • 3 Months



**+650%**

Increase in  
Facebook ads ROAS

**+55%**

Increase in  
YoY sales revenue

**+500**

Increase in retail  
store visits



## ABOUT AMBIANCE SF

Founded in 1996, Ambiance is the premier women's boutique clothing store option in San Francisco. The community staple has been in the city for more than 30 years and now has two locations in San Francisco's hottest shopping neighborhoods. Ambiance has also won multiple awards for "Best Boutique" from publications like San Francisco Weekly, San Francisco Examiner, San Francisco Chronicle, and more.

Known for their amazing selection of women's clothing and accessories, Ambiance operates two stores in San Francisco and an online shop. Most of their advertising is centered around their online shop and optimizing the customer ecommerce experience.

## CHALLENGE

Before the pandemic, Ambiance SF was a strictly local business. Their website was dedicated to providing helpful information and driving previous customers back to the stores. Like many other small businesses, Ambiance was forced to either close entirely or move a significant portion of its business online.

Upgrow was tasked with driving online sales and generating revenue through online advertising. The store's future required a shift to more sales online while also promoting in-store purchases.

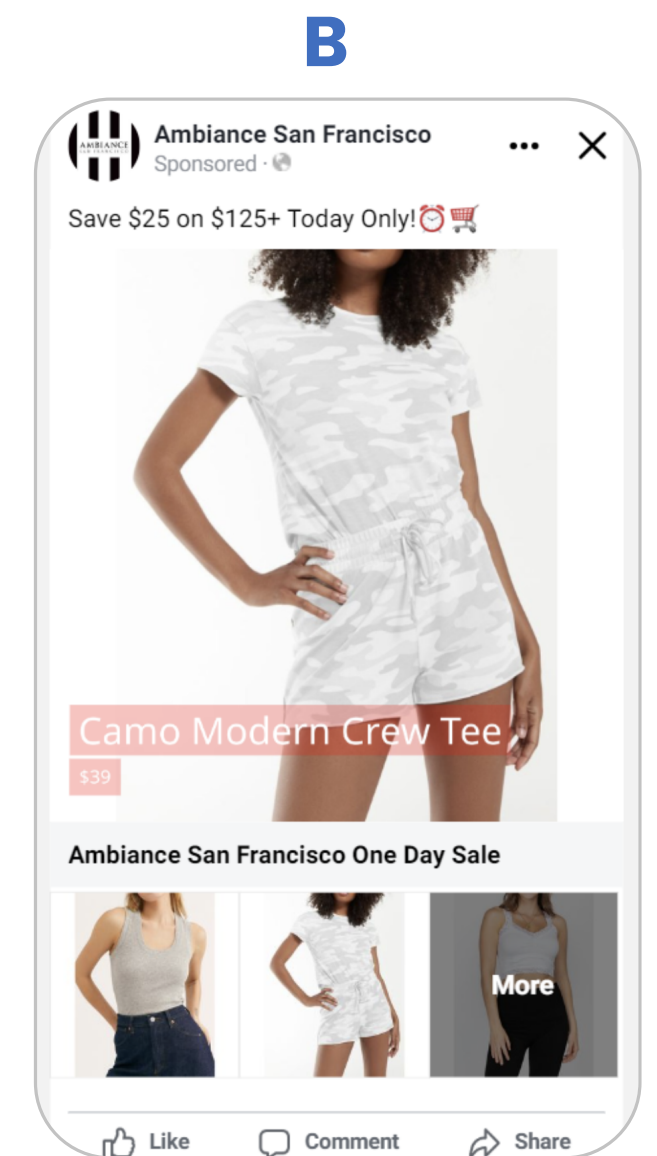
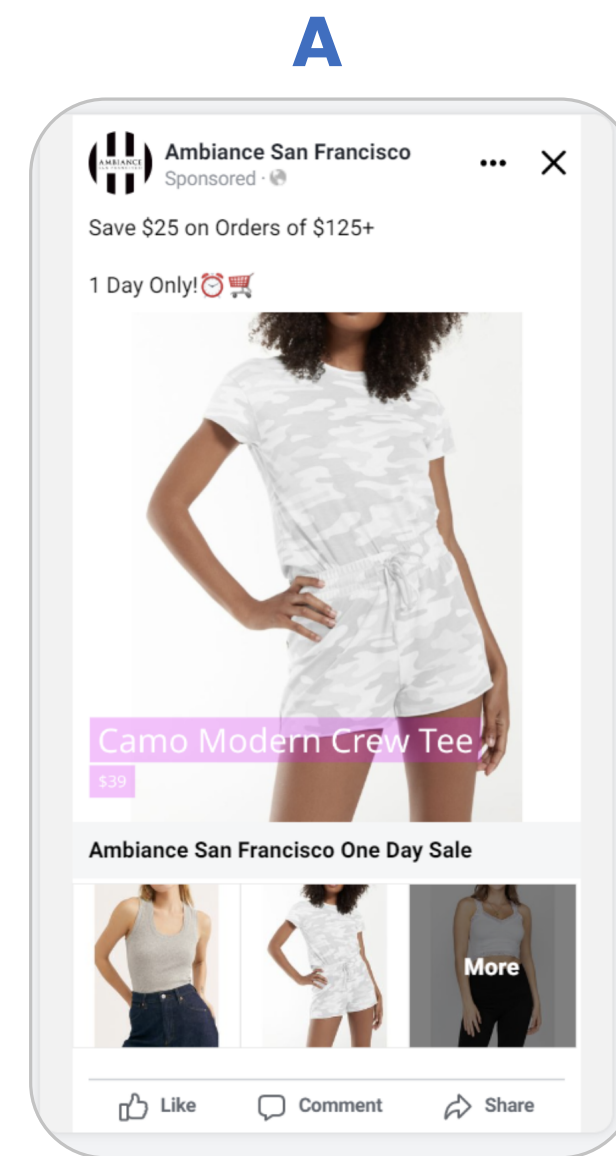


## SOLUTION

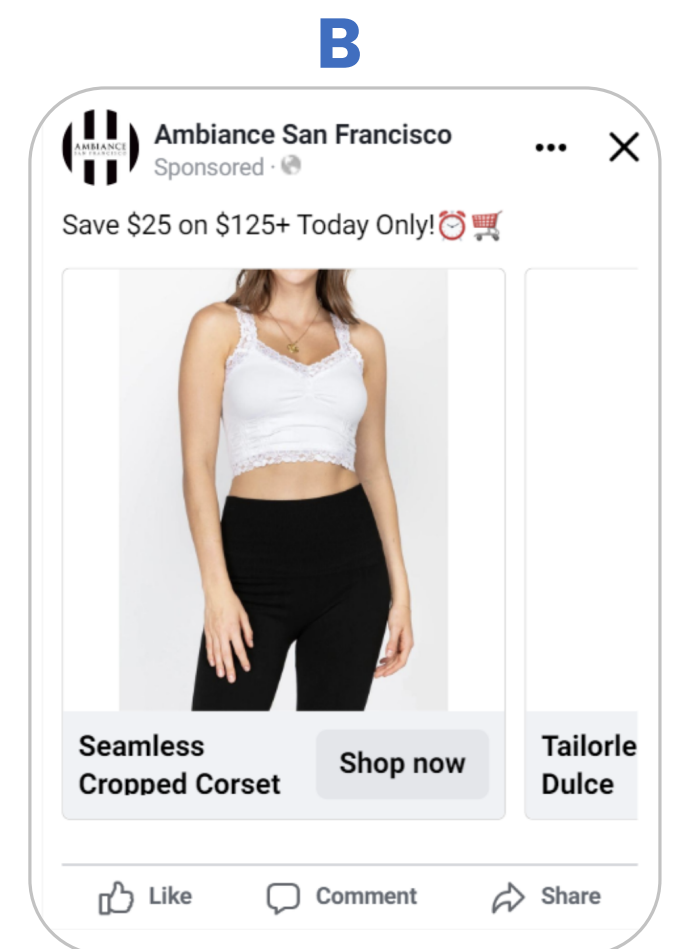
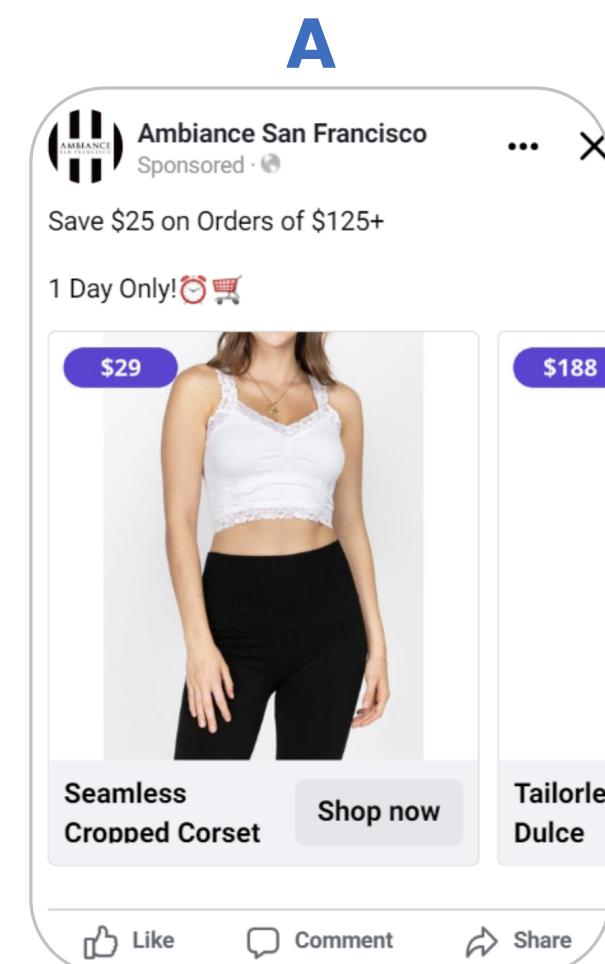
As a local San Francisco agency, we took this task personally. We started by researching Ambiance's target audience to understand their needs. Then we created enticing Google and Facebook ad campaigns to showcase the company's clothing. These ads included sales campaigns, retargeting ads, and creative ads to drive people to their ecommerce store. We ran a mix of evergreen and sales campaigns based on both value-based converter lookalikes and competitor interests. Throughout the process, we tested different creative options to get the best results possible.

We also improved their website experience, optimized their product feed with better segmentation, and mapped their Google Merchant Center. This allowed for easier sales funnels and more revenue for Ambiance. Our paid advertising plan broadened the company's reach to new customers that wouldn't visit the physical stores in San Francisco.

### Example Of Collections Sale Ad With Emoji Test



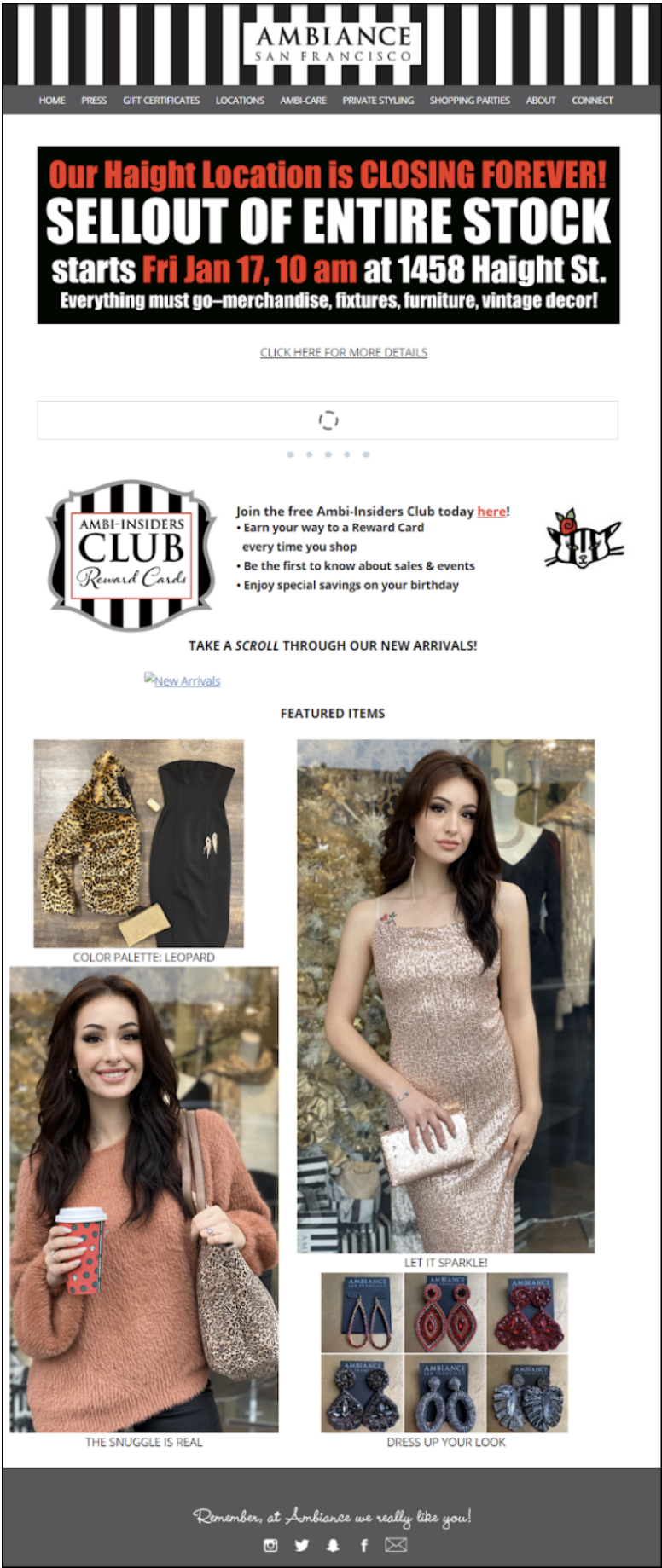
### Carousel With Catalog Feature Highlight Test



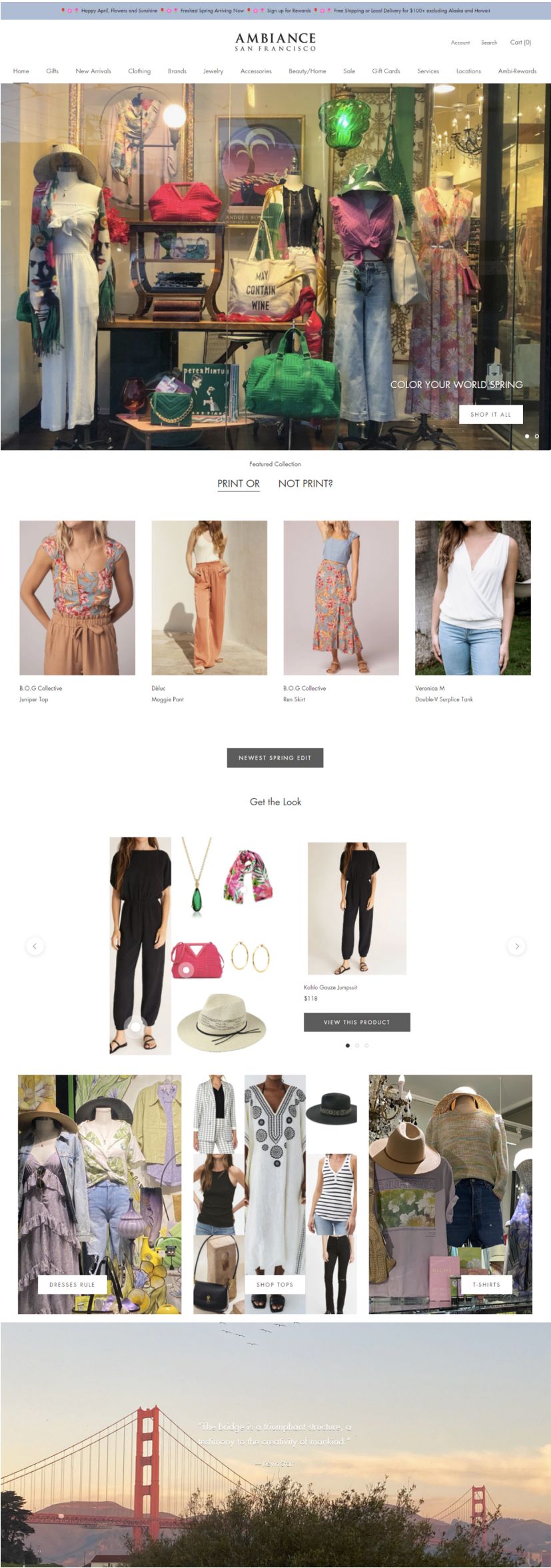


# WEBSITE UPDATES

Original  
Home  
Page:



Updated  
Home  
Page:







## KEY IMPROVEMENTS

### Website Updates

The first thing we worked on was the website. While Ambiance had a Shopify storefront on their website, it was nearly impossible to find since it wasn't searchable in Google. We made their storefront searchable so people could find it through Google and then made sure it was optimized for the easiest shopping experience.

### Facebook Advertising

We set up their Facebook campaign to generate new customers and re-engage previous subscribers. By making updates to the catalog and building remarketing campaigns, we increased their ROAS by 5 times in the first month. With additional optimizations and updates, the remarketing ROAS climbed to over 6.5 times their previous number.

### Google Advertising

By utilizing shopping campaigns and brand campaigns on Google, we were able to immediately generate success on Google. Ambiance had a ROAS of 5.3 times their previous numbers right away. Over the next several months, they achieved a shopping ROAS of more than 7X.



# RESULTS

**+55%**

Total sales directly attributable to marketing programs

**68%**

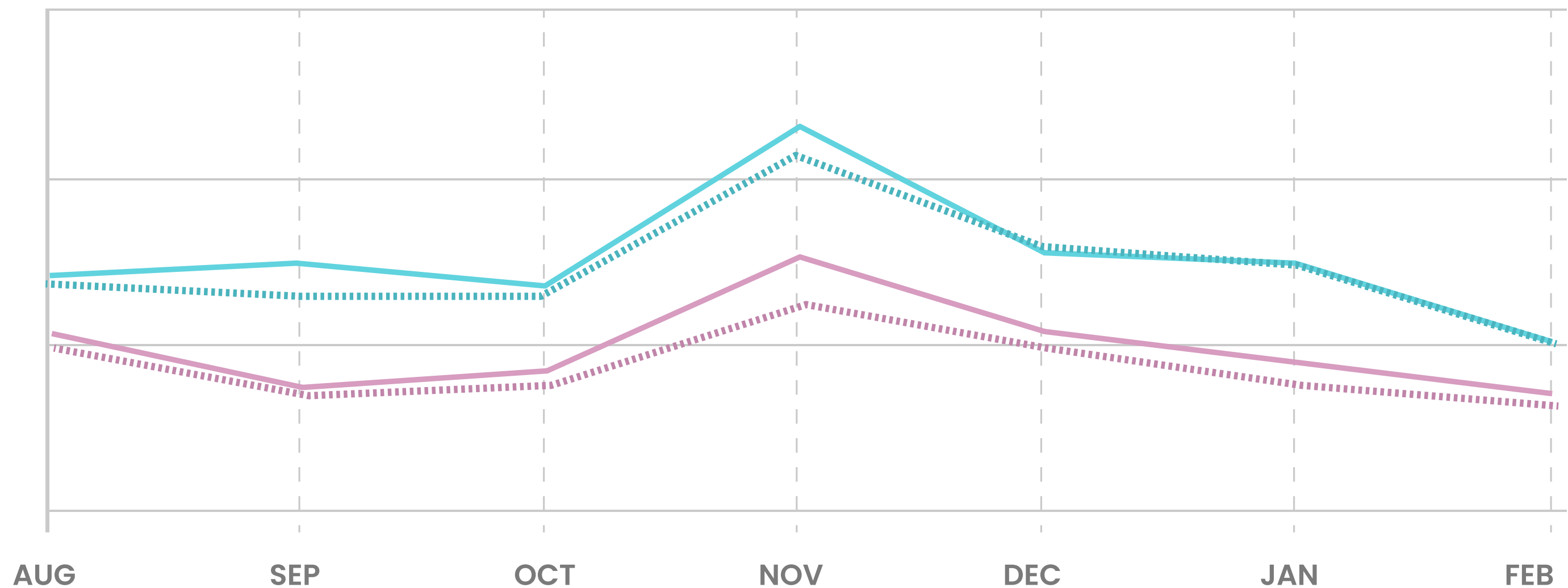
Total sales over this period came from marketing sources

**+67%**

Increase in Total Online Orders

|| Total Sales    ↑ 55%

|||| Total Orders    ↑ 67%



AUG 1, 2020 – FEB 28, 2021    AUG 1, 2021 – FEB 28, 2022



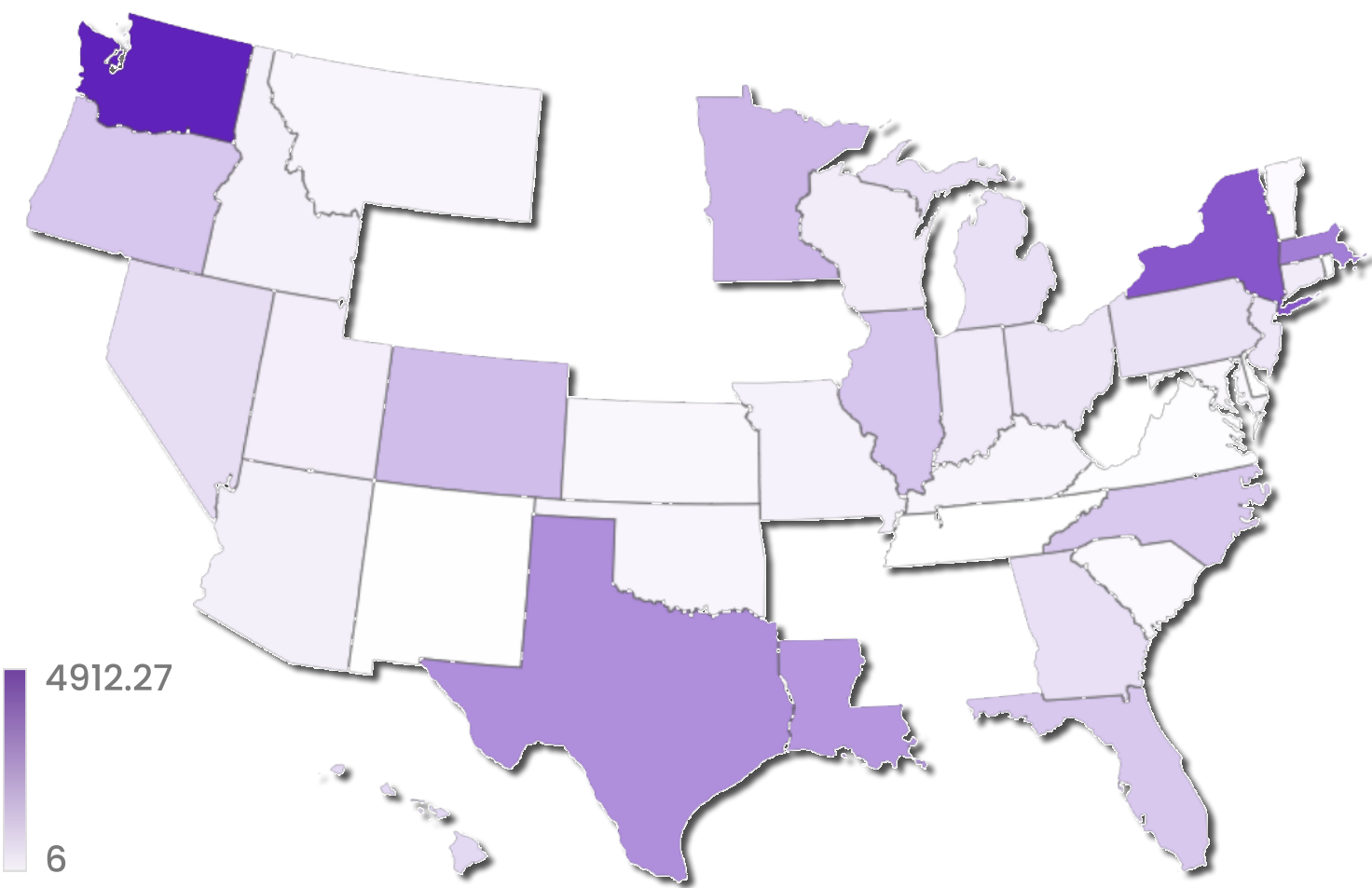
# RESULTS

12.5%

Increase in organic Sales YoY  
due to website and catalog  
optimizations

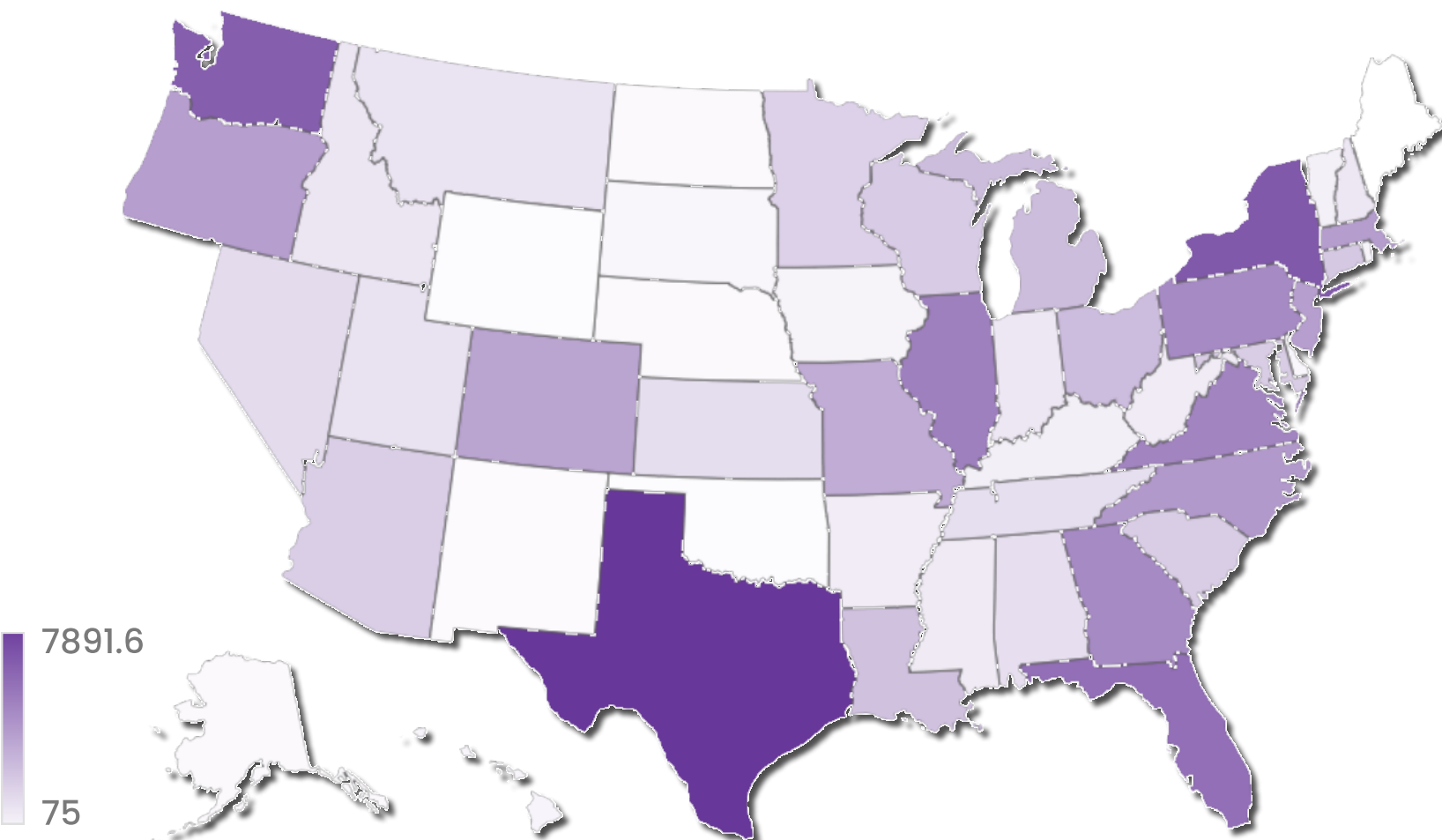
700%

ROAS achieved



Aug 2020 – Feb 2021  
Non-California Revenue

Pre-Advertising California In-State Revenue Percentage = 85%



Aug 2021 – Feb 2022  
Non-California Revenue

Post Advertising California In-State Revenue Percentage = 47%  
All 50 States + DC Represented





**AMBIANCE**  
S A N F R A N C I S C O

## CONCLUSION

Through the use of Facebook and Google advertising, we were able to keep a small business that had been serving the San Francisco community for more than 30 years running. With a small budget, we were able to turn

***Ambiance SF into a national online brand, with sales in all 50 states including DC in just under a year.***

We revamped the website, leveraged existing contact audiences, and found new customers who continue to come back and make purchases through their new favorite retailer, while at the same time bringing more customers into the physical stores than before the pandemic.





# UPGROW

## CONTACT US



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