

# HOW REDFIN POLARIZED INCREASED GREEN LENS SALES BY 36% IN 2 WEEKS



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## Client Background

Redfin Polarized is a new sunglass company, founded to connect high-end eyewear with an outdoors and sportsman lifestyle. The eyewear market is crowded with legacy brands in the space - ex. Costa del Mar, Ray Ban, Oakley, Blue Otter, Maui Jim, Wylie X, etc.

And carving out brand equity with pro anglers comes at a steep cost because endorsement deals don't simply lead to sales.

But Redfin has some things going for them - namely they use Zeiss lenses (some argue the best in the world) - as well as a highly successful social media advocate (Justin Nunley, 3M+ followers on Instagram), promoting Redfin Polarized in virtually every post he makes.

## The Challenge

Establish Redfin Polarized as a legitimate eyewear brand, suitable for both pro and amateur anglers.

Redfin Polarized needed to see increased sunglass sales - particularly with green and/or brown lenses. Those lens colors are specifically used by freshwater anglers and an increase in those sales would prove a marketing campaign with better targeting could produce the desired results.

Redfin had been running a successful and profitable paid social campaigns, but it hadn't been producing the green/brown sales as desired by their founder - in his effort to establish Redfin as a fishing eyewear brand.

## THE EYEWEAR BATTLE - REDFIN VS LEGACY BRANDS



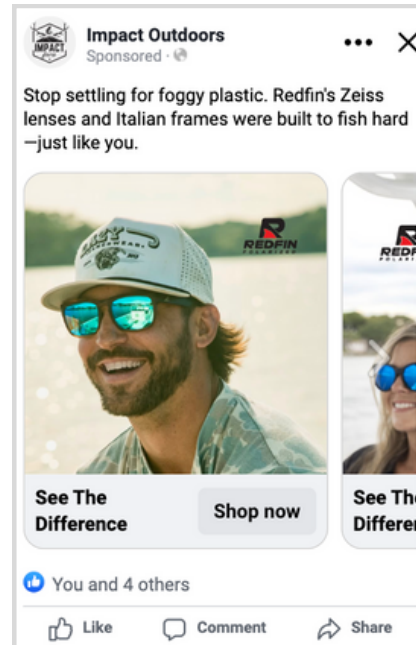
## HOW IT STARTED - WHAT WE DID - HOW IT WENT

### The Impact Fans Strategy

After a detailed kickoff meeting with the founder, we were provided high-quality images of models wearing Redfin Polarized sunglasses. They were bright, clear, and showcased the targeted lifestyle that Redfin supports.

A 2-week paid social media campaign was launched on Meta - *but no interest targeting was used.*

Instead, Redfin ads were shown from an Impact Fans account (Impact Outdoors) to the followers of creators who have enrolled in our program, as well as a pro bass angler. This connected Redfin ads directly to the followers of select creators ensuring audience connection + higher intent.



## THE IMPACT FANS PLAYBOOK

### We Used Their Ads

Using existing & in-use ad creative allowed for before/after comparison benchmarking.

### We Used Creator Followers

Outdoors creators in the hunting/fishing industry enroll in our program, allowing us to run ads from our account directly to their followers. Their followers were targeted with Redfin ads.

### We Measured Everything

Top line metrics like CPC and CPM and CTR, to down-funnel metrics like ROAS and MER were measured. We needed to *know* if we had produced winning results for Redfin.

## THE RESULTS



## CRYSTAL CLEAR SUCCESS

### Quantitative Analysis

We reviewed 200 transactions. The 100 completed orders prior to Impact Fans versus the next 100 orders that came in after the Impact Fans campaign was activated.

**0 (ZERO)** = changes in their marketing campaign. Nothing changed at all other than a 2-week Impact Fans campaign, ensuring accurate comparison analysis.

Redfin added no programs, creative changes, systems, etc. No changes made whatsoever to their marketing - other than *adding Impact Fans to their paid social budget*.



BEFORE

AFTER

## BONUS STATS - MODEL SALES SPECIFICS



### Sanibel - From 0 to Top Seller

The Sanibel model moved from 0 sales in the previous 100 transactions to being a top seller after the Impact Fans campaign launch.



### Green Lens Sales Double

The Outer Banks model - Matte Honey Drift-Amber doubled its order total after the Impact Fans campaign launch, a key indicator of bass angler purchases.



### Hatteras Model Sales Double

The Hatteras - Matte Honey Drift-Gulf Blue doubled sales after the launch of the Impact Fans campaign.

## LESSONS & TAKEAWAYS

### **Audience = Difference Maker**

By showing the same ads to a focused, high-intent, highly-engaged audience Redfin saw increases in critical KPIs.

Not only did they grow revenue, avg \$ per order, and see a 5x ROAS - they saw the increase in green & brown lenses they've been looking for from their marketing.

This started their move into becoming a "fishing sunglass brand" and Impact Fans delivered that successfully.

### **Communication**

Clear communication before, during, post campaign was critical. This allowed for numerous early campaign updates and optimizations to be deployed quickly and improve performance.

### **Measurement**

Access to stats & systems meant accurate before/after analysis could be completed. Additionally, with the client changing nothing in their marketing while running the same ad creative, we all had confidence in the results.

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## WE MAKE IT EASY



### **Hassle-Free**

Book your custom consult with our team today - no hassle, no obligations, no commitment. We'd love to hear your goals to see if there some synergies.

### **No Contracts**

All clients start out with a \$3,000, 2-week campaign before moving to month-to-month agreements, nothing long-term.

### **3 Flexible Plans**

\$3,000, \$5,000, or \$10,000 per 2 week campaign

### **You Keep Control**

We run your current ads, nothing new to design or build which also ensures you keep control of your brand & messaging.

### **Pick Your Category**

We have a roster of influencers in CrossFit, Hunting, Fishing, Country Music, and Golf. Pick your category, we'll connect your ads with their followers - simple.



## ABOUT IMPACT FANS

Impact Fans connects you with the followers of creators without traditional influencer marketing (or hassle and expense).

We work with creators in specific categories to build high-intent audiences to run supremely efficient paid social campaigns. By eliminating the waste found in traditional “interest-based” targeting, clients experience a more efficient paid social campaign and greater ROI.

