



Meet Brig Wilson Marketing Director of Caitlin Wilson Design

He owns Caitlin Wilson Design, a home decor and interior design ecommerce brand, along with his wife, Caitlin. They already had a devoted following and had previously been featured on HGTV, but they wanted to do something more for the launch of their ground-breaking Marseilles Collection. Specifically, they wanted leverage Facebook advertising as a core part of their new promotion strategy.

However, while they had a strong in-house marketing team and had dabbled with Facebook advertising in the past, they knew they needed help.

That's when they called IMPACT. We developed and executed a targeted set of Facebook advertising campaigns for their launch of the Marseilles Collection. The first campaign targeted previously existing customers. The second targeted a cold "lookalike" audience, based off of research on previous sales and their email database.

**The campaigns are still running, but the
Caitlin Wilson Design team has already
seen more than:**

\$20,000

in revenue generated from
those campaigns

60X

higher than average return on
their ad spend

**“Working with IMPACT for our
Marseilles Collection launch
has completely exceeded
our expectations. It’s made
continuing to work with them
a no-brainer.”**

And we love working with you, Brig!