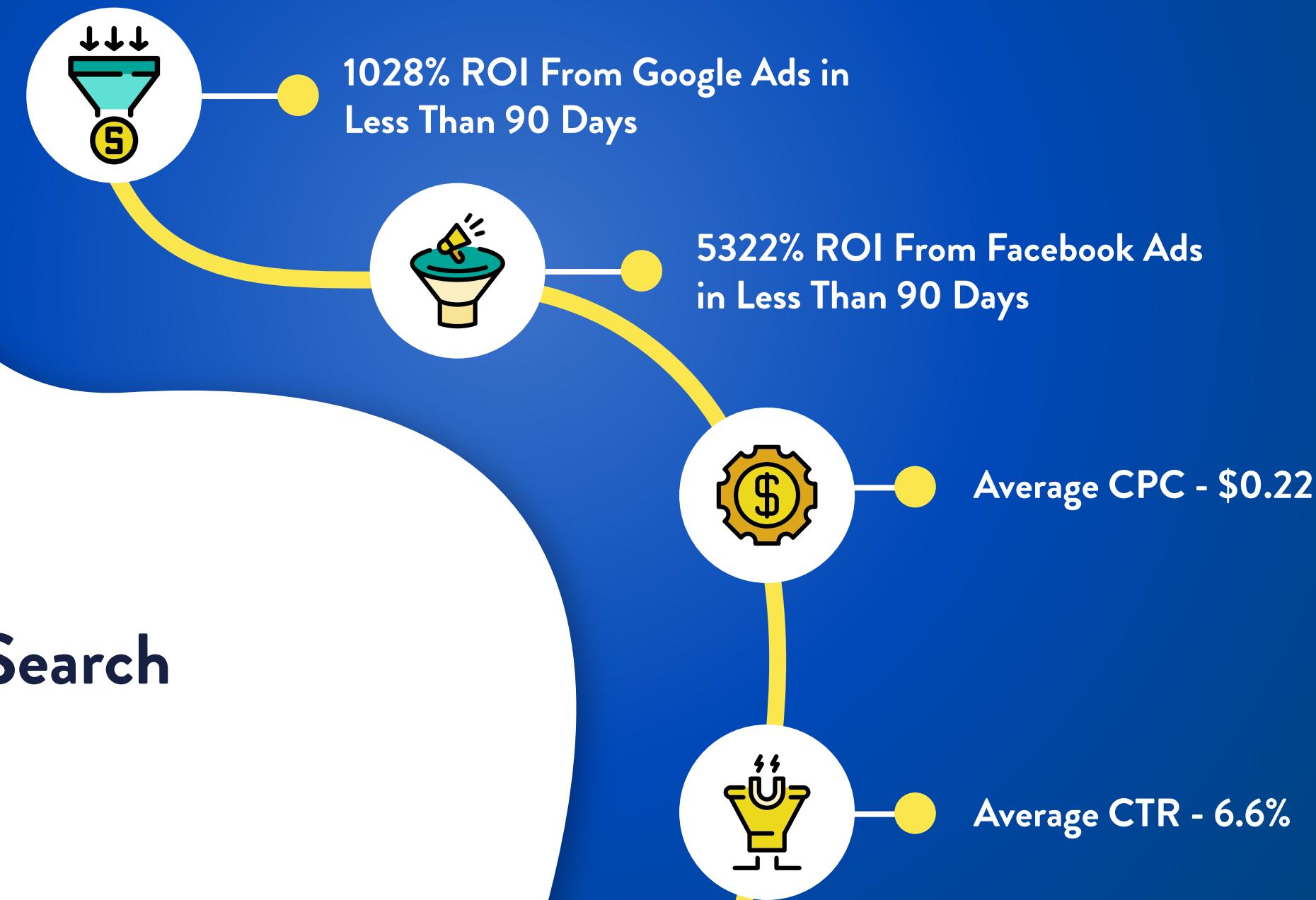


B Chic Fashions

 **Service:** Paid Social/Search

 **Industry:** Fashion

Metrics + Educated Decisions
+ O4S Talent = Results



About the Business

B Chic Fashions sells special occasion dresses that make heads turn. They have an online and brick and mortar store.

Issues

Google & Facebook Account were not setup properly and not optimized. Previous agency was a set it and forget it operation. Google Analytics and Conversion tracking was not hooked up properly and there was no meaningful way to measure the data.



Solutions



Fixed Google Analytics



Fixed Facebook Pixel



Optimize Google Ads Account



Optimize Facebook Ads Account



Launched Google Shopping



Implemented Retargeting Strategies

Solutions

