

Upscale reseller **Moxie Jean** increased their Facebook-generated sales 96% using **Facebook dynamic product ads**.

96%

More sales using dynamic product ads

58%

More ROI

74%

Lower cost per purchase



THEIR STORY

Save money, time and the planet!

Moxie Jean was founded by two modern, busy moms who wanted to save time, save money and save the planet, but they didn't want to sacrifice style to do so. By providing a curated, stylish selection of like-new kids' clothes at consignment sale prices, **Moxie Jean** makes it easy to keep up with fast-growing little bodies.

"Overall, I am very excited about what you are building and doing for us, I love this analysis you provided and am thankful for all of your hard work!" - **Sharon S.**

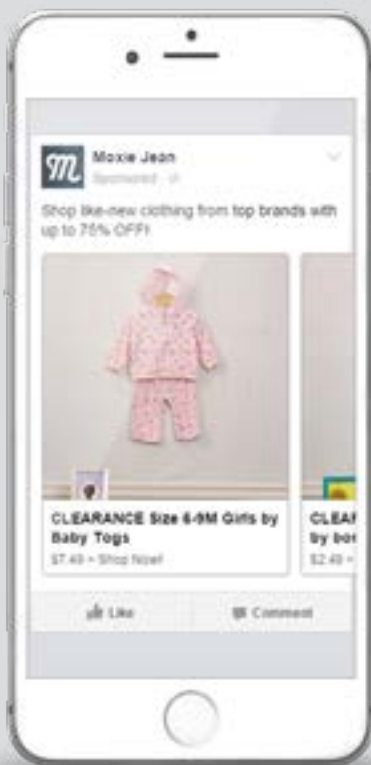
THEIR GOAL

Increase sales with lower cost per purchase

Moxie Jean wanted to increase their sale by showing their **80,000 product** catalog to every mom in US.

THEIR SOLUTION

Facebook dynamic product ads



With the help of **Facebook Marketing Partner Funnely**, **Moxie Jean** started to work with dynamic product ads. Not until then, that the company was able to promote every one of their **80,000 items** from their product catalog dynamically, targeting the right person with the right product.

Uploading the product catalog feed, **Facebook** was able to pull products information to set up the content of the ads. And using a dynamic retargeting, helped **Moxie Jean** to target relevant users with relevant product. Having more than 80,000 items, this task was impossible to be done manually. As a result, **Moxie Jean** had dynamically created ads based on a specific product a user viewed and was able to push them through the funnel, nurturing them from first interest through to sale.

It's important to consider that **Moxie Jean** has just one item of every product displayed on the website; so being able to inform **Facebook** if the product was or not in stock, was very useful. If a product was out of stock, **Facebook** didn't show it, which means that there was no waste of adspend.

Besides, the great thing about dynamic product ads is the sold products report. Taking advantage of it, and in contrary of what they expected, they realized independent designers and small brands sell more than big brands through **Moxie Jean**.