



RED PILL THREADS E-COMMERCE CASE STUDY



[Back to Agenda](#)

Red Pill Threads

Industry: Apparel and Merchandise

Client Background: Red Pill Threads is an online retailer specializing in anti-government, deep state, and conspiracy theory-themed apparel. Their product line includes t-shirts, hoodies, and accessories that cater to individuals interested in political and social issues.





Challenges and Objectives



Challenges

- Limited online visibility in a niche market.
- Low conversion rates despite targeted traffic.
- Inconsistent branding across digital platforms.
- High cart abandonment rates.

Objectives

- Increase website traffic by 50% over six months.
- Boost conversion rates from 1.5% to 3%.
- Enhance branding consistency across digital platforms.
- Reduce cart abandonment rate by 20%.

Why FMO Media?

Why They Chose Us

Red Pill Threads selected FMO Media for its holistic approach to e-commerce growth, expertise in niche markets, and success in managing comprehensive digital strategies.

Package

Custom

Timeline

The strategy was implemented over a six-month period with ongoing adjustments and optimizations.

Services Provided

Website Management: Optimized website performance, navigation, and checkout processes.

Social Media Management: Created engaging and consistent content across platforms to build brand awareness and loyalty, Including Influencer campaigns

Product Images and Graphics: Delivered high-quality visuals for product listings and promotions.

Short Form Videos: Produced TikTok and Instagram Reels to capture audience interest and drive traffic.

Paid Media Management: Launched and managed targeted ad campaigns on Meta, TikTok Shop, and Google, focusing on Brand Awareness, ROAS and high-intent audiences.

Strategy

Initial Audit/Assessment: Conducted a detailed analysis of their website, social media presence, and customer journey.

Action Plan:

Developed a cohesive branding strategy across all platforms.

Managed and optimized their website to enhance performance and user experience.

Implemented cart abandonment recovery strategies via email automation.

Results & ROI

Website Highlights

- Website traffic increased by 60%, surpassing the 50% target.
- Conversion rate improved from 1.5% to 3.5%.
- Cart abandonment rate decreased by 25%.

Paid Media Highlights

- ROAS on Paid Media Campaigns averaged 4:1.
- Conversions: 900
- Spend: 790
- ROI: \$2,873

Social Media Highlights

Grew 300 Followers In One Day on Instagram
Grew 27,000 Followers on Instagram In 6 Months

Influencer Campaign Highlights

Top 3 Influencers created ROI
10% Discount Only



INFLUENCER CAMPAIGNS



King Bau

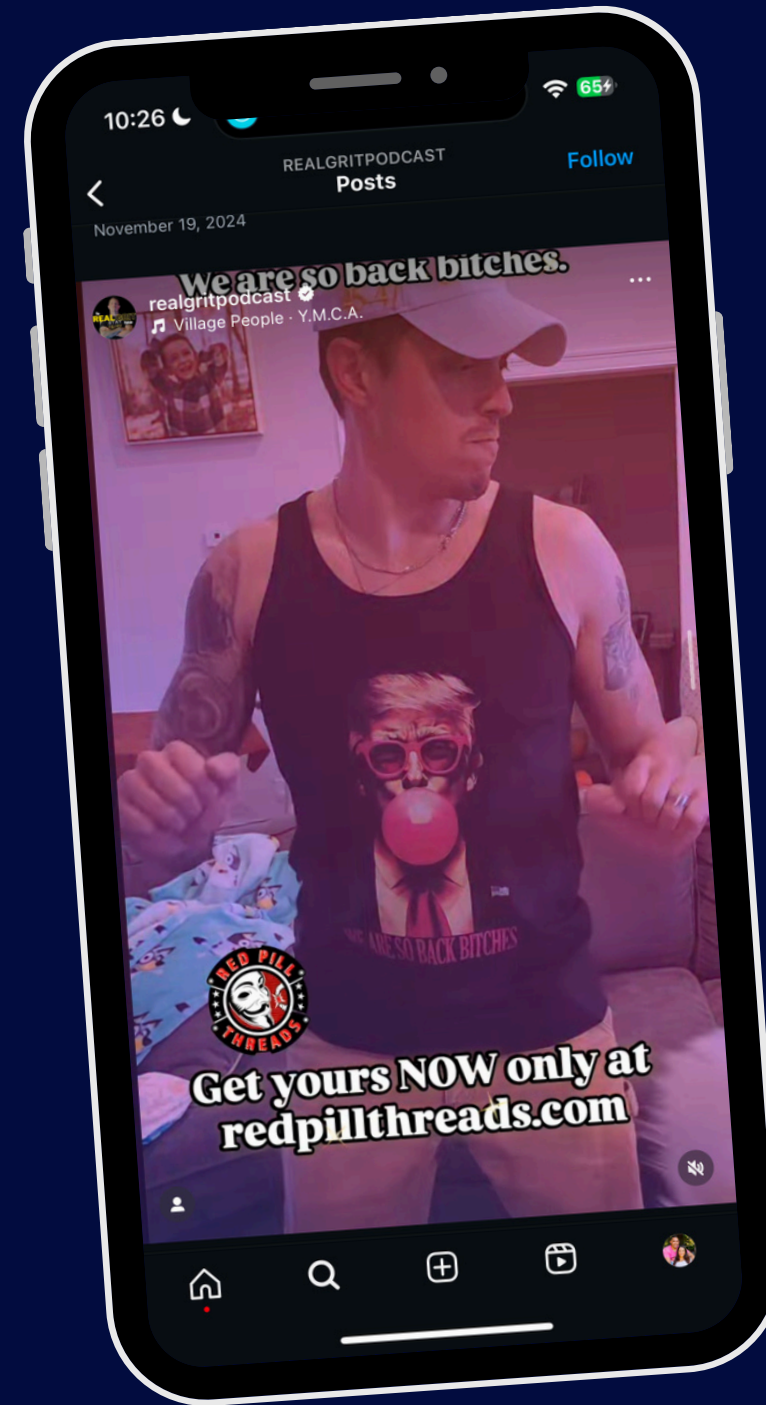
Generated over 2 Million Views
\$4,000 In sales In 30 days

Mikey Conlon

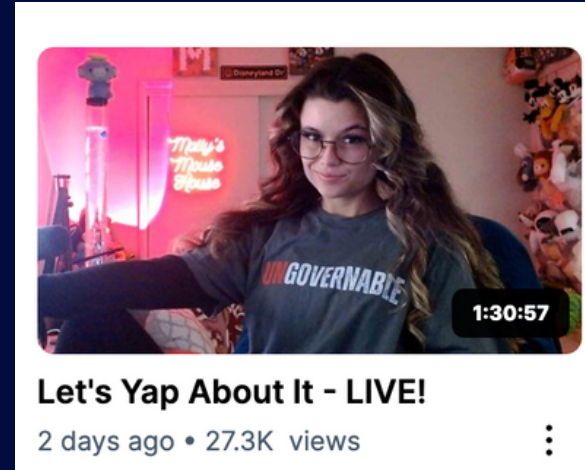


Mally Mouse

Generated over 400k Views
\$800 In sales In 30 days



Real Grit Podcast

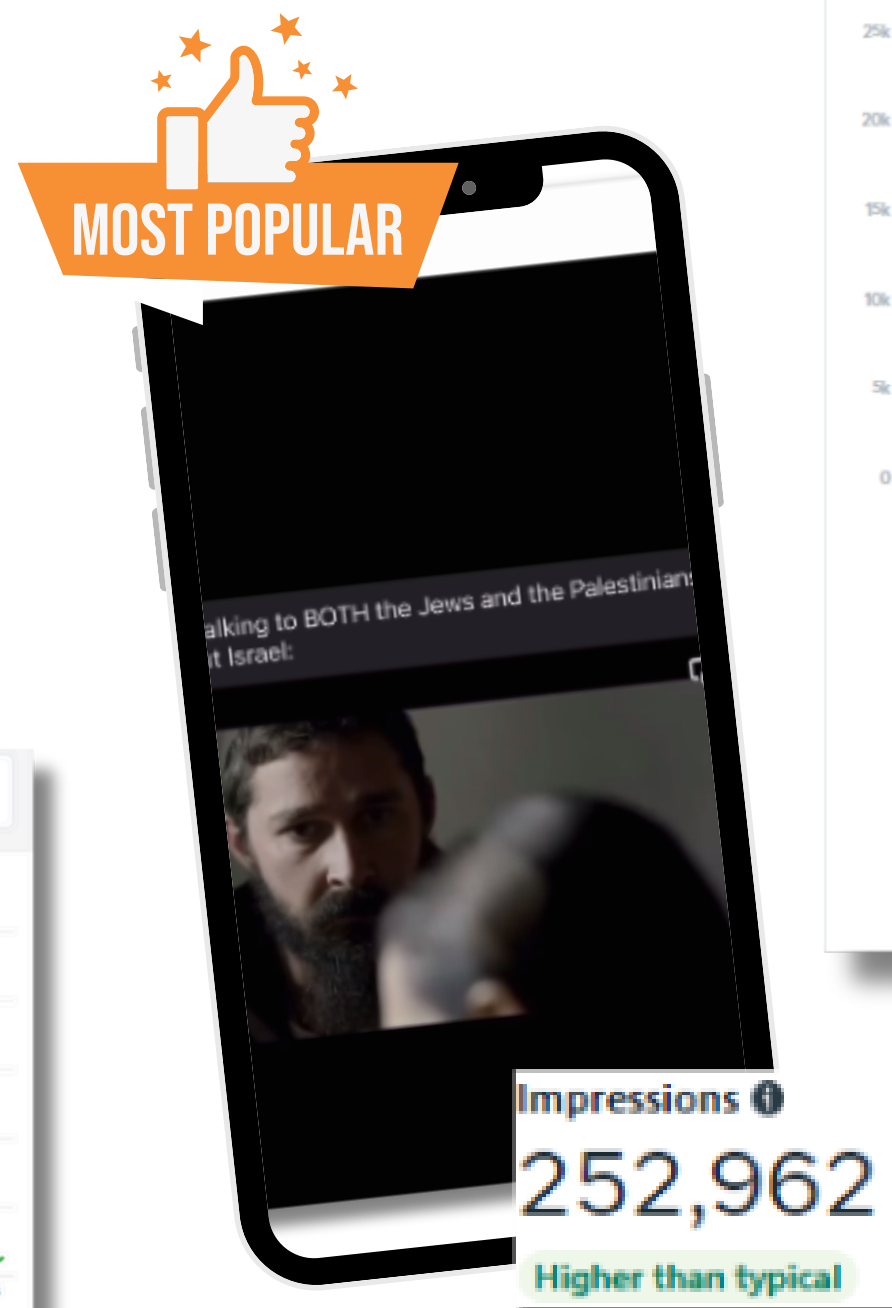
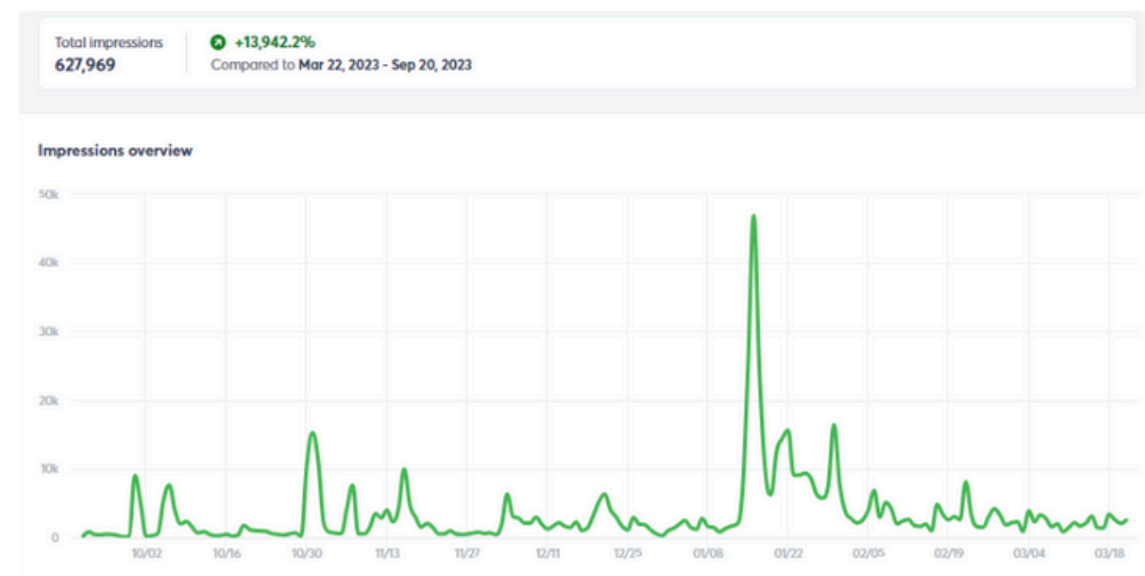
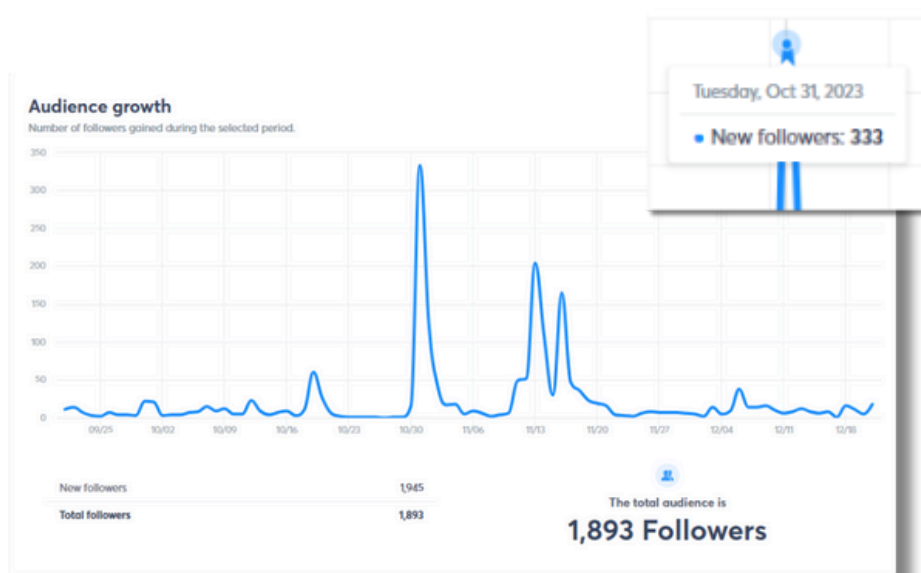


www.redpillthreads.com/friends



Instagram gained 27,908 followers over 6 months.
Content was viewed 627,969 times and received 135,454 interactions (equating to 101,504 likes and 22,366 posts saved).

Client grew 300 Followers In ONE DAY In first quarter!



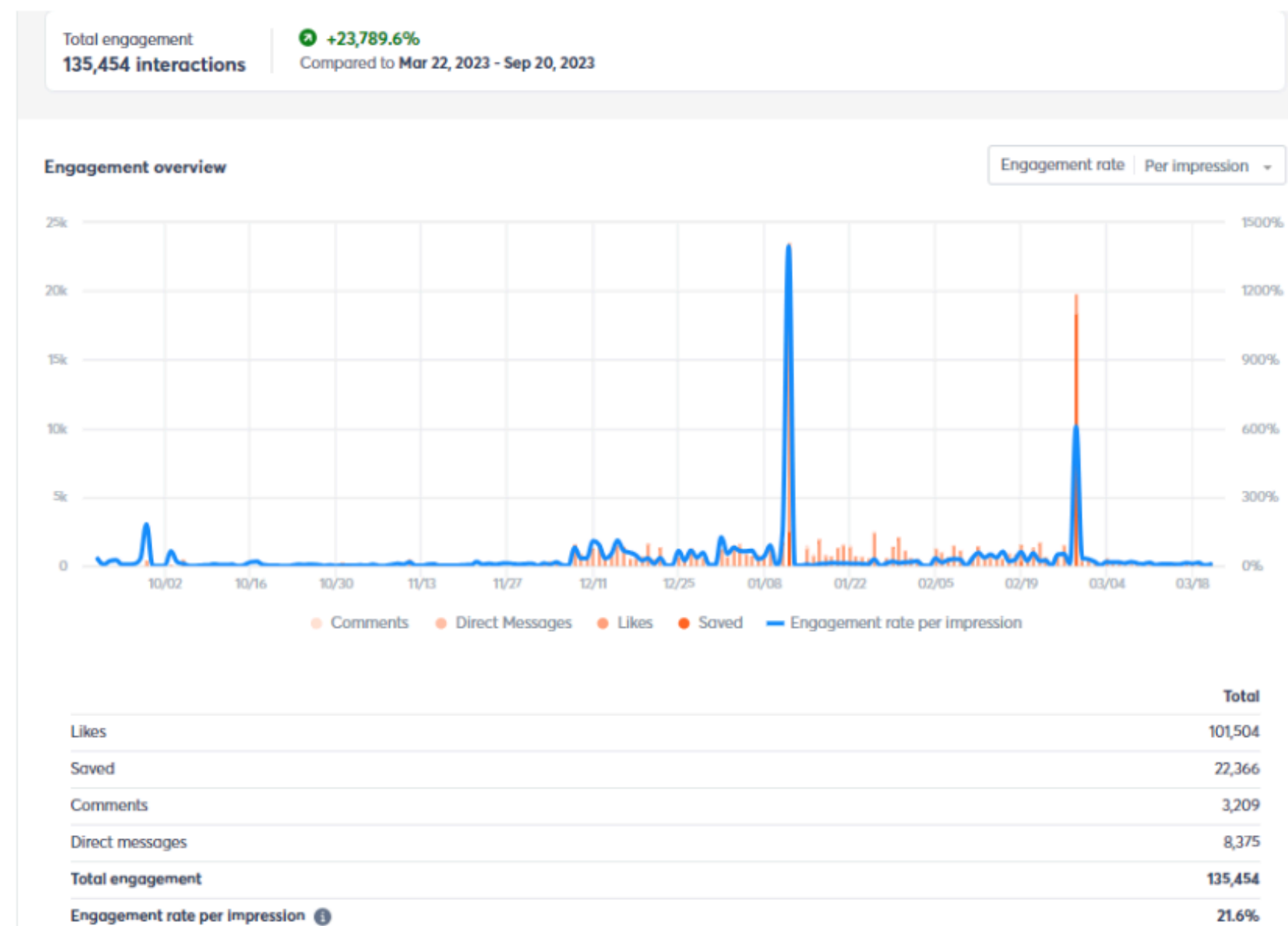
Total audience
27,908 followers

Engagement
135K +23789.6%

[See section](#)

Impressions
628K +13942.2%

[See section](#)



150 TO 27K FOLLOWERS



TIKTOK OVERVIEW

591 FOLLOWERS IN 3 MONTHS

New followers

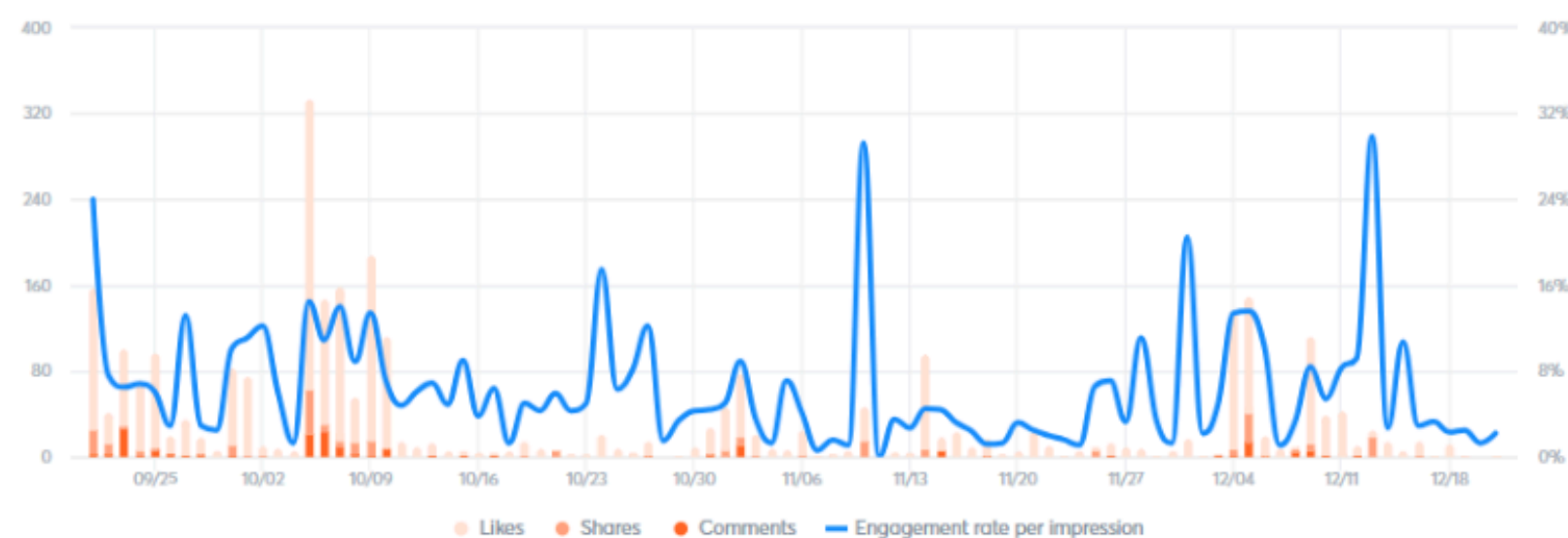
591

Total followers

834

Engagement

Number of followers' interactions (comments, shares and likes) with your profile for the selected period.



Impressions

Number of times a content of your profile has been viewed for the selected period.



The total page impressions is

45,663

Tiktok gained 591 followers in just 3 months.

Videos were viewed a total of 45,663 times and received 2,652 likes.

Videos were shared a total of 272 times!



KPIS + TRACKABLE RESULTS

RED PILL THREADS

GOOGLE OVERVIEW

avg purchase price \$60

Performance Summary of Red Pill Threads Campaigns

Date Range: February 4, 2024 – March 27, 2024

Budget \$15 Daily

Overall Campaign Performance:

Total Conversions: 811.80

Cost Efficiency:

Sales-Performance Max-1 Campaign \$0.82

Smart Brand Awareness Campaign \$1.69

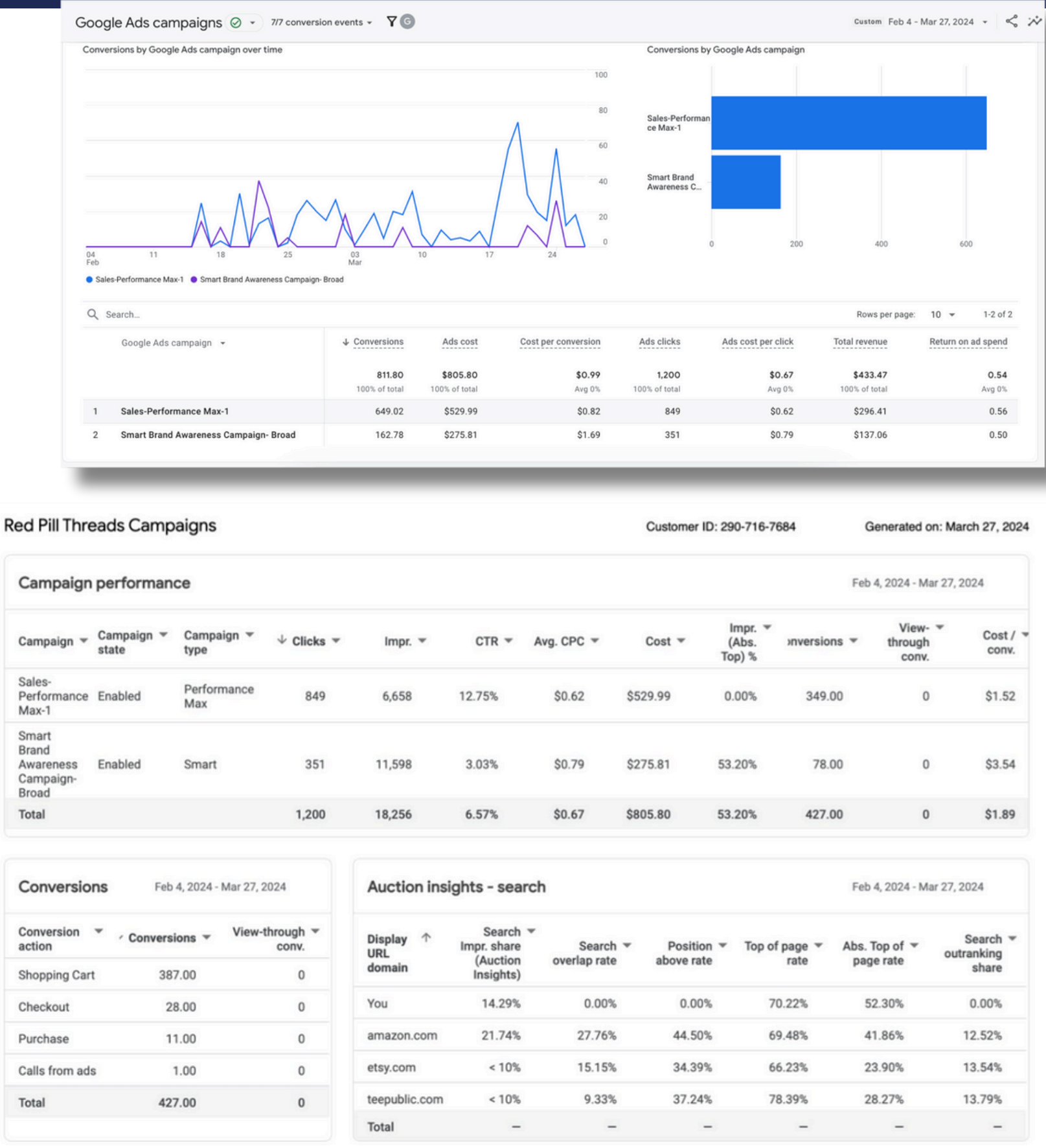
Return on Ad Spend (ROAS):

- Sales-Performance Max-1 Campaign 4.56
- Smart Brand Awareness Campaign 1.50

Total Revenue Generated: \$1,433.47

Total Amount Spent: \$433.47

- ROAS: 3.31
- ROI: 230.97%



PAID MEDIA OVERVIEW

All reports

Red Pill Threads Campaigns

1 Ad account

You have unsaved changes

Save

▼

Refresh

Data refreshed less than 1 minute ago

Q Had delivery X Search and filter

Clear

Mar 21, 2024 – Jun 5, 2024

Pivot table ▼

Group breakdowns

Reset column widths

Format

Customize

Campaign name ▼	Campaign Delivery ▼	Reach ▼	Impressions ▼	Frequency ▼	Results ▼	Cost per result ▼	Campaign Budget ▼	Amount spent ▼	Schedule ▼
Sensitive Content Shirt C...	Inactive	27,879	47,555	1.71	24 [2] Website purchases	\$32.01 [2] Website purchases	Using ad set budget	\$357.36	—
Total results 1 / 1 row displayed		27,879 Accounts Center accounts	47,555 Total	1.71 Per Accounts Center account	24 [2] Website purchases	\$32.01 [2] Website purchases	—	\$357.36 Total spent	—

DURATION: MARCH 21, 2024 - JUNE 5, 2024
BUDGET \$10 DAILY

OVERALL CAMPAIGN PERFORMANCE

- REACH: 27,879
- IMPRESSIONS: 47,555
- FREQUENCY: 1.71
- WEBSITE PURCHASES: 24
- AVERAGE CLIENT ORDER: \$60
- TOTAL ORDERS CREATED: \$1,440
- TOTAL AMOUNT SPENT: \$357.36

- **ROAS: 4.03**
- **ROI: 303.19%**

FMO Media

Helping small businesses of today
become the titans of tomorrow.

BOOK YOUR
CALL TODAY

