FM MEDIA

RED PILL THREADS E-COMMERCE CASE STUDY

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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?

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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.

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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

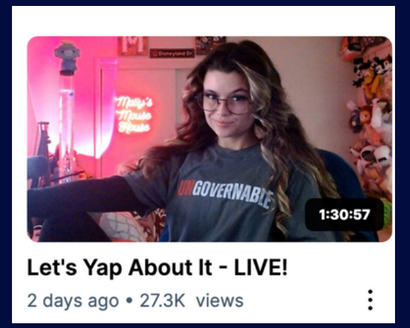
King Bau

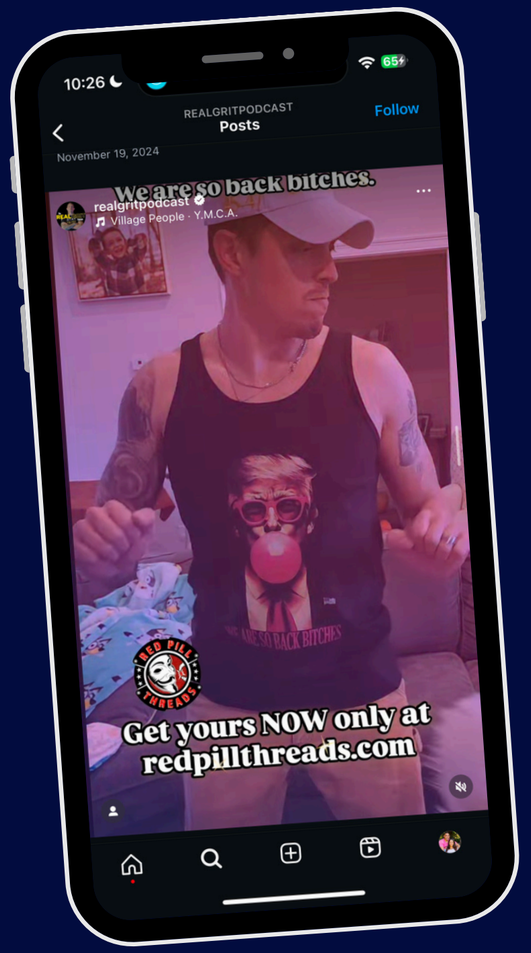
Generated over 2 Million Views
$4,000 In sales In 30 days

Mikey Conlon

Mally Mouse

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

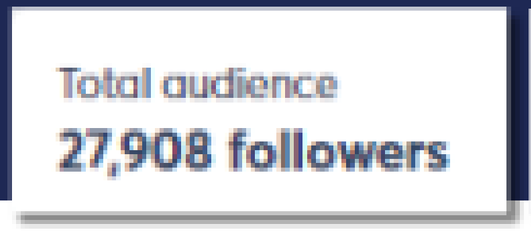


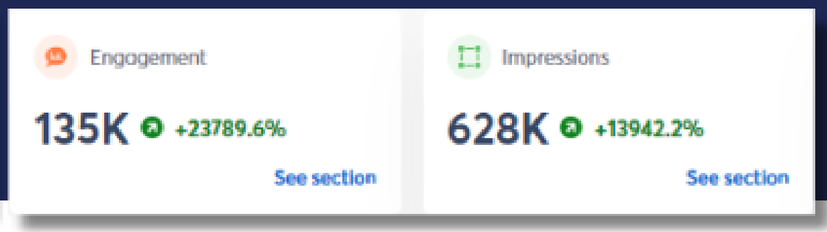


Real Grit Podcast

www.redpillthreads.com/friends

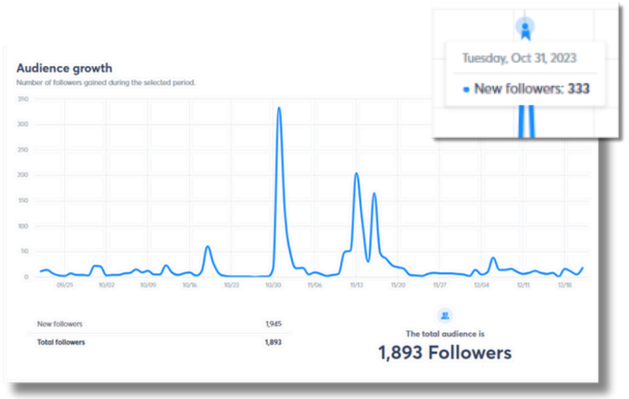
INSTAGRAM

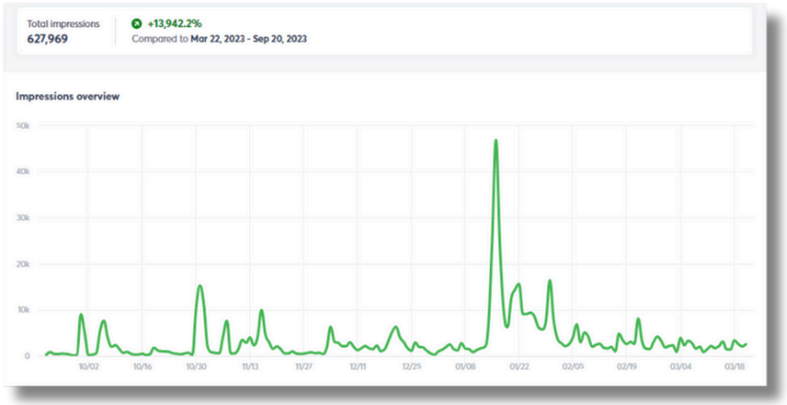


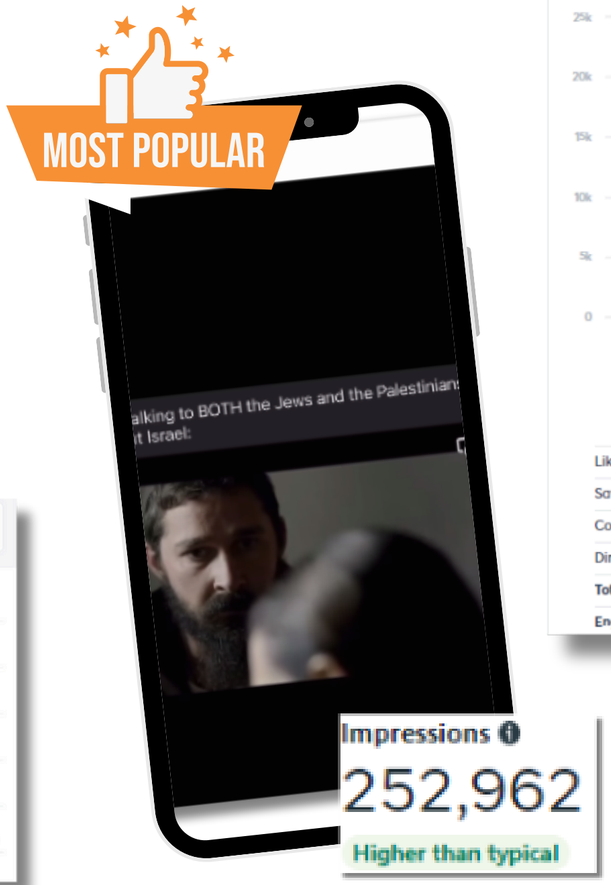


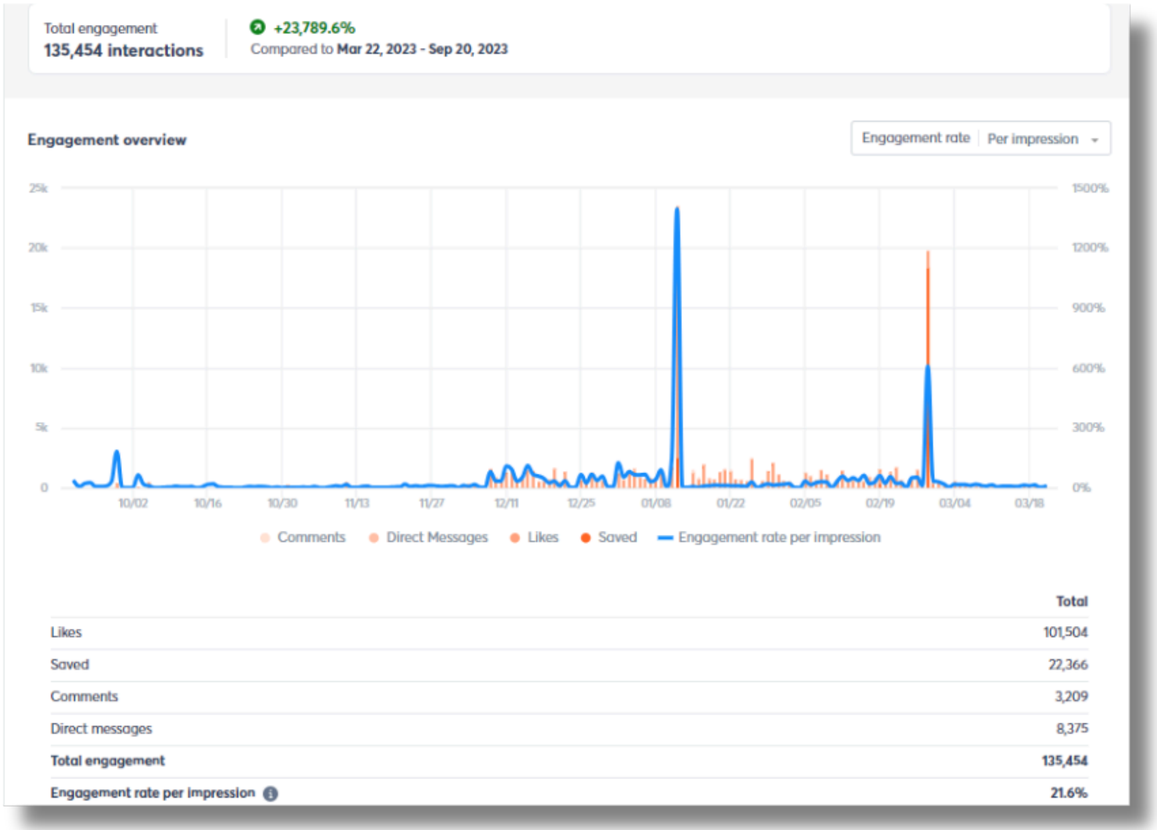
Instagram *gained 27,908 followers over 6 months. Content was viewed 627,969 times and received 135,454 interactions (equating to 101,504 likes and 22,366 posts saved).*

Client grew 300 Followers In ONE DAY In first quarter!





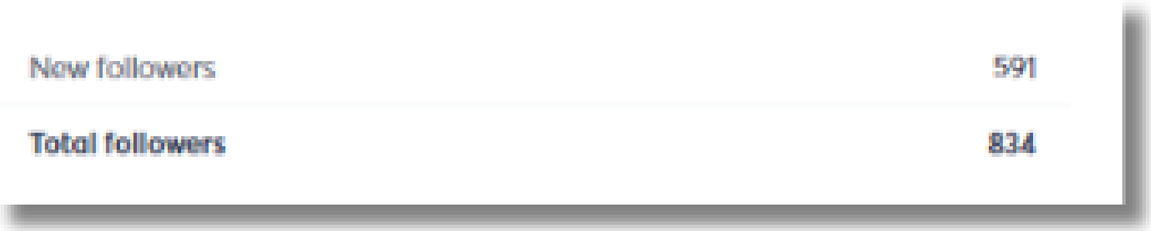




150 TO 27K FOLLOWERS

TIKTOK OVERVIEW

591 FOLLOWERS IN 3 MONTHS



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

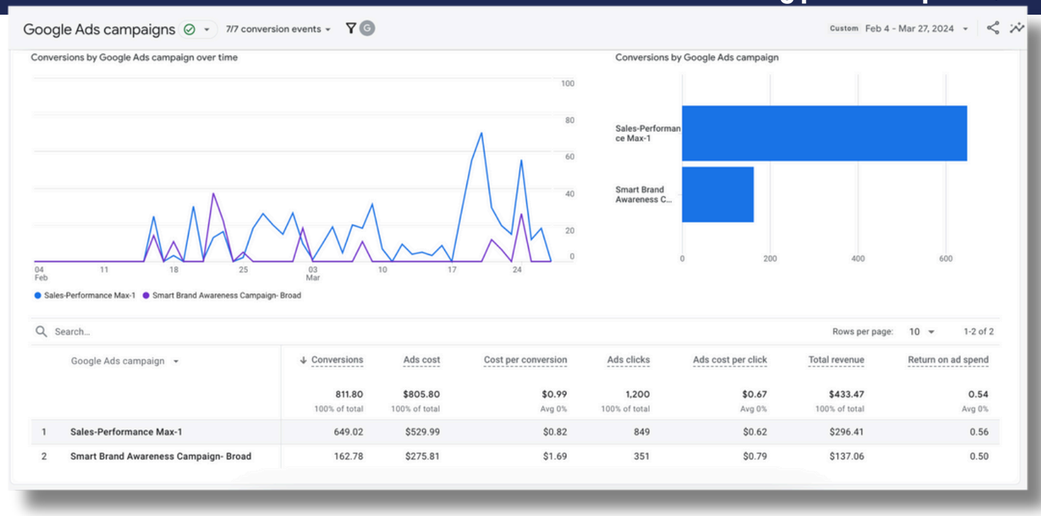
Performance Summary of Red Pill Threads Campaigns
Date Range: February 4, 2024 – March 27, 2024
Budget $15 Daily

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%



Google Ads campaign	Conversions	Ads cost	Cost per conversion	Ads clicks	Ads cost per click	Total revenue	Return on ad spend
	811.80 100% of total	$805.80 100% of total	$0.99 Avg 0%	1,200 100% of total	$0.67 Avg 0%	$433.47 100% of total	0.54 Avg 0%
1 Sales-Performance Max-1	649.02	$529.99	$0.82	849	$0.62	$296.41	0.56
2 Smart Brand Awareness Campaign- Broad	162.78	$275.81	$1.69	351	$0.79	$137.06	0.50

Red Pill Threads Campaigns — Customer ID: 290-716-7684 — Generated on: March 27, 2024

Campaign performance — Feb 4, 2024 - Mar 27, 2024

Campaign	Campaign state	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost	Impr. (Abs. Top) %	Conversions	View-through conv.	Cost / conv.
Sales-Performance Max-1	Enabled	Performance Max	849	6,658	12.75%	$0.62	$529.99	0.00%	349.00	0	$1.52
Smart Brand Awareness Campaign- Broad	Enabled	Smart	351	11,598	3.03%	$0.79	$275.81	53.20%	78.00	0	$3.54
Total			1,200	18,256	6.57%	$0.67	$805.80	53.20%	427.00	0	$1.89

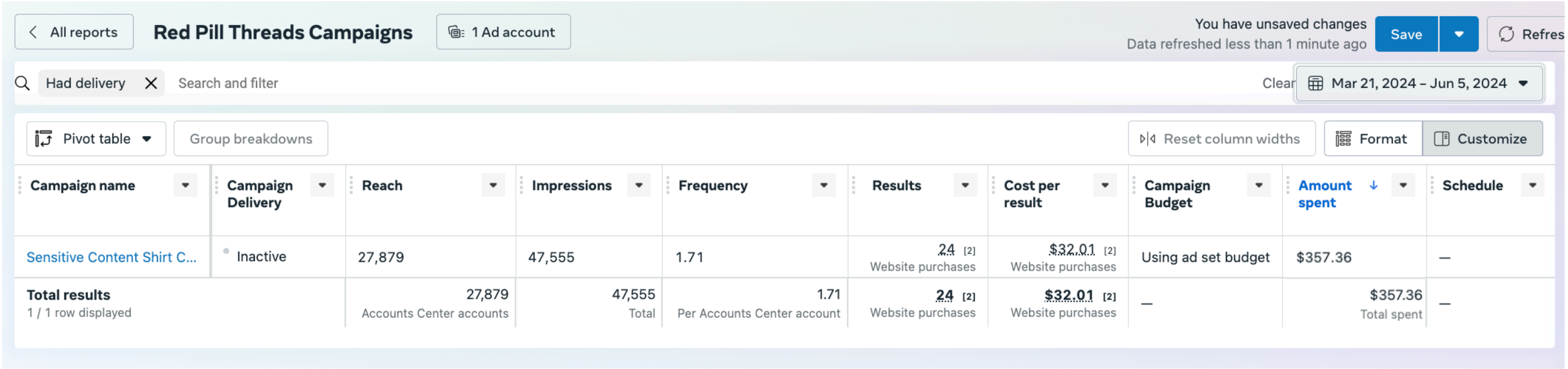
Conversions — Feb 4, 2024 - Mar 27, 2024

Conversion action	Conversions	View-through conv.
Shopping Cart	387.00	0
Checkout	28.00	0
Purchase	11.00	0
Calls from ads	1.00	0
Total	427.00	0

Auction insights - search — Feb 4, 2024 - Mar 27, 2024

Display URL domain	Search Impr. share (Auction Insights)	Search overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Search outranking share
You	14.29%	0.00%	0.00%	70.22%	52.30%	0.00%
amazon.com	21.74%	27.76%	44.50%	69.48%	41.86%	12.52%
etsy.com	< 10%	15.15%	34.39%	66.23%	23.90%	13.54%
teepublic.com	< 10%	9.33%	37.24%	78.39%	28.27%	13.79%
Total	–	–	–	–	–	–

PAID MEDIA OVERVIEW



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%