

# American Apparel™

## 400% increase in ROI on FB Retargeting



ROI was off the charts — we made a ton of money. You typically see 5 -10x return on spend with retargeting but with Perfect Audience we were getting at least a 20x return.

Milt Deherrera, Web Marketing Manager



### THE OPPORTUNITY

American Apparel had tried Facebook ads a few years ago, but the fact that they could not track purchasing conversions was a deal breaker. And while their experience with display retargeting was positive, they also saw dips in the conversion rate of other ad sources causing them to wonder if the retargeting ads were simply “stealing conversions” from their other ads.



### THE SOLUTION

When Milt heard that the Perfect Audience Facebook retargeting platform had the ability to track conversions, they gave it a shot. They did an initial trial with several seasonal products, making full use of PA’s advanced targeting features and API to deliver different messages to different subsets of users (ie: kids vs women’s clothing). They saw “off the charts ROI” and best of all, no dip in conversion from other ad sources.

#### About American Apparel

American Apparel makes sweatshop free fashion basics: from T-shirts and hoodies to blazers and lace garments. They have 320 retail outlets and 12 online web stores serving most regions of the world.

[www.americanapparel.com](http://www.americanapparel.com)

#### About Perfect Audience

Perfect Audience is the #1 retargeting platform for Facebook and trusted by thousands of brands for their display and social retargeting.

[www.perfectaudience.com](http://www.perfectaudience.com)

## THE RESULTS



**Saw 20x return on ad spend**, far surpassing the 5-10x they typically expect from retargeting



No dip in conversions from other ad sources means **revenue growth is from new customers**