Case Study: Hommey
1.96 MER turned $74 in first two months

Media efficiency is quite clearly the gateway to every other growth opportunity for any e-commerce business - and this.tally firmly proves just that.

What began as a handful of humble contents, Hommy set their sights on evolving into the highly coveted Lifestyle brand known and loved by interior design magazines firstly.

We matched that infectiously ambitious energy with simplistic 3D product, Facebook, Instagram, Pinterest and DMs to help them galvanize their brand.

15.4% of revenue increase within first month

29% increase in total sales after the first quarter

Launched first SF/VK campaign in November 2021, which became Hommy's biggest month to date with a 60% MER increase in total orders, and 31% return customer rate.

The Strategy

An imperative

Taking over Hommy’s social ads meant creating a full-blown strategy that offered personalized messaging across all audience segments. Sure, we’re propped on the fact that some demographics are more profitable than others, but as per our office culture, no one gets left behind.

Across TIKTOK, HOIO and BOFI campaigns, we applied an all-secret sauce that created a campaign that’s consistent, engaging, and resonates with users consistently high CTR on any platform.

Optimisation proves a daily affair, and the second you drop a new product range like Hommy did with their Slim Collage, it’s all hands on deck.

Slim campaigns brought Hommy curious to the forefront of ever increasing audience minds, providing product review highlights with a Black Friday sale Must of all.

At the same time, our ERM expertise of automation, managing ERM strategists, audience segmentation, and implementing both upsell and cross-sell with timely stoppers creative, returned form long-term customer relationships beyond the homestay period.

Exclusive deals and consistent communication kept the top alive, generating this success in revenue from a single-email during the first week.

Being able to pull data across every channel meant we could ensure all Hommy’s content campaigns were always informed, minor arbitrary and practically inseparable.

We optimised with learning from past search and 2x content which influenced our social campaigns, which shaped our ERM strategies, which informed our day-to-day decisions and overall, well, you get the picture.

Thus, like every good TV show, we collaborated.

Working with Hommy’s branding agency brought two great visions together, as they provided the creative genius and product insights to compliment our digital expertise.

One of our favorite things about these partnerships is being able to merge ideas together. As their agency, to Homestay clients, we were able to develop a global perspective and build a network of talented individuals with a shared purpose of supporting Hommy's success.

Biggest Takeaways

Paid socials and search can be powerful, but never underestimate ERM (always right).