


## How TeePublic increased paid social revenue by 161%



 **TEEPUBLIC** TeePublic was founded in 2013 to empower creators to turn their passion into profit. Today it is the world's largest marketplace for independent creators to sell their work printed to order on the highest-quality merchandise. They offer 1.2 million designs on 100+ product types, like t-shirts, stickers, phone cases, and mugs. TeePublic was acquired by RedBubble in 2018.

-  **Annual Revenue:** \$181M
-  **Industry:** E-Commerce, Apparel
-  **Founded:** 2013
-  **No. of Employees:** 50-200

### With Simon Data, TeePublic Unlocked:



**161%**

increase in paid social revenue



**121%**

increase in paid social spend



**21%**

increase in paid social ROAS



## The Challenge

TeePublic was looking to accelerate growth in paid social to drive incremental gross profit. They were using Facebook's pixel and sending their product feed for dynamic ads but didn't have confidence that additional spend would have a high marginal ROAS or provide incremental revenue. Their challenges included:

- **Acquisition:** Dependent on Facebook's lookalike modeling, leading to poor ROAS and an inability to scale
- **Re-marketing:** Campaigns were difficult to optimize since the data was comingled with re-engagement
- **Re-engagement:** No way to layer in email interaction data or independently run lift experiments



## The Solution

Within 5 days, Simon was able to integrate into TeePublic's existing database. Simon built granular segmentation using order and engagement data (e.g., site activity, email engagement) and synced those audiences to Facebook. With the help of these audiences and Facebook exclusion lists, TeePublic was now able to break paid social efforts into three mutually exclusive groups: acquisition, remarketing, and re-engagement.



Build seed audiences with common design interests to enhance Facebook lookalike modeling



Drive re-engagement by shifting budget toward email-inactive or unsubscribed users



Validate the impact of re-marketing and re-engagement spend with independent testing

TeePublic was reluctant to increase spending because they were uncertain of the incrementality. With Simon Data's independent and transparent testing framework, they could prove where spend was incremental (and where it wasn't). This gave the TeePublic team the confidence to more than double their spend and realize better ROAS at more than twice the scale.