



## Sockwell jumped into digital sales with both feet—and it paid off

**SockWell** ✦  
Feel Better in Style

### Company Overview

With its range of design-led and scientifically engineered compression socks, Sockwell's products help people feel more comfortable when on their feet for long periods of time.

“Quantcast consistently beats every other channel when it comes to driving online sales for Sockwell. We’re very happy with not just the quantity but also the quality of the audience they deliver for us.”



**JOHN FAIRCLOTH**  
DIGITAL MARKETING STRATEGIST, SOCKWELL

## CHALLENGE

Brick-and-mortar retailers had represented a major sales channel for the business and, as stores closed during the pandemic and people stayed home, this small US-based manufacturer saw orders drop rapidly. As temporary closures looked to become permanent, the Sockwell team knew that they would be more reliant on their fledgling online business than they’d ever predicted. But there was also a huge opportunity for growth with a new consumer segment: healthcare workers putting in extra pandemic hours and fitness fans turning to running in the absence of gyms.

## RESULTS

Quantcast tapped into two unique new audience groups: medical professionals and pregnant women. For the first audience group, by reaching out to healthcare workers during Nurses Week 2021 and launching an “Honor Our Heroes” campaign, the company achieved 4x gross revenues compared to the same period in 2020. Sockwell also identified pregnant women as an entirely new and underserved US audience and reached them with benefits messaging that aligned with their unique needs and mindset. By discovering and nurturing these audiences, Quantcast drove qualified consumers to their site at only \$3 per lead, translating to a weekly online sales increase of 75% with a 3.5x return on ad spend (ROAS). The company is consistently engaging a new, younger 30-35 year old age group and is on track to double online sales this year.

## SOLUTION

Leveraging Quantcast’s unique real-time data drawn from more than 100M online destinations, Sockwell was able to navigate the complex and fast-changing world of online consumer behavior to identify ways to reach younger consumers and identify yet-untapped opportunities. Key to this was repositioning compression socks in people’s minds, turning them from a drab medical necessity into a colorful and desirable product that can help support a wide variety of active lifestyles.

## HIGHLIGHTS



**75%**

sales increase



**3.5x**

return on ad spend (ROAS)