



# Sockwell reaches the right audiences at the right time to drive online sales

**SockWell** ✦

## Company Overview

With its range of design-led and scientifically engineered compression socks that provide additional levels of support to the feet and legs, Sockwell's products help people feel more comfortable when on their feet for long periods of time.

## The Challenge

As the full impact of the COVID-19 pandemic began to materialize, Sockwell's leadership team understood the challenges that lay ahead for their business. Brick-and-mortar retailers had represented a major sales channel for the business and, as stores closed and people stayed home, this small US-based manufacturer saw orders drop rapidly. As temporary store 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.

In addition to all this change, the business was committed to 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.

## The Solution

As 2020 saw many healthcare workers in the US and worldwide putting in extra shifts to deal with the pandemic and fitness fans turning to running in the absence of gyms, Sockwell recognized a greater potential demand for their product. As a manufacturer of scientifically designed compression socks that help people stay on their feet and feel better after long days, Sockwell turned to Quantcast to take advantage of the market opportunity by identifying new audiences and reaching them online.

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.

## The Results

Sockwell was able to identify pregnant women as an entirely new and underserved audience. In addition, by reaching out to healthcare workers during Nurses Week 2021, the company was able to achieve 4x gross revenues compared to the same period in 2020. Quantcast search audience campaign continues to drive qualified consumers to their site for approximately \$3 per lead. Overall, Sockwell's weekly online sales are up 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 are on track to double online sales this year.

**75%**

Weekly Sales Increase

**3.5x**

ROAS

## Customer Testimonial

"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