

leap group

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FAIR HARBOR



Extending a swimwear brand's success well past the summer season: How Leap Group made Fair Harbor Clothing Matter More.

An e-commerce pioneer focused on creating sustainable swimwear, Fair Harbor Clothing had recently diversified their product lineup into clothing beyond swim apparel and begun partnering with large high-end retailers to further their growth trends.

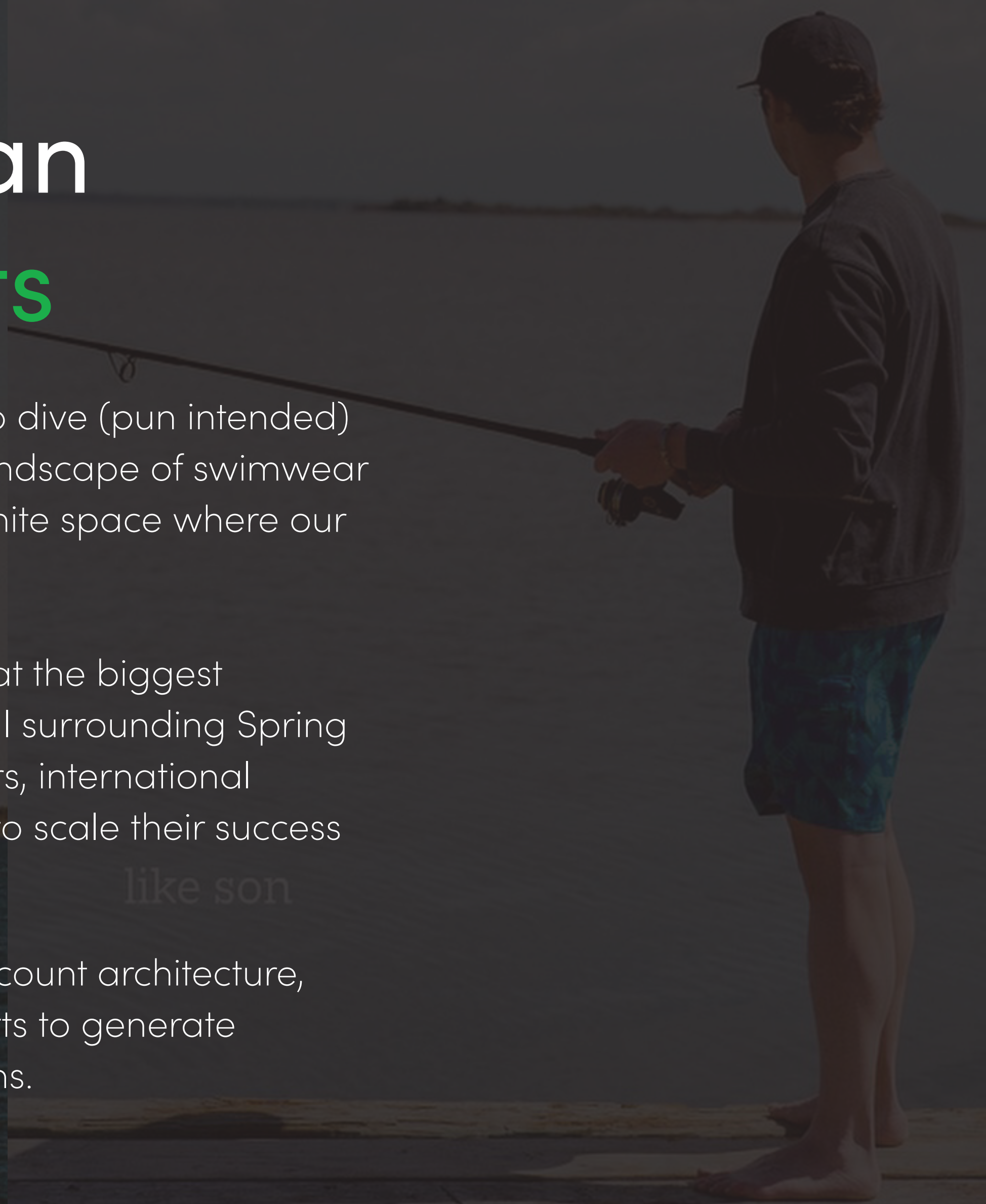
However, Fair Harbor remained stuck in a highly seasonal business, with sales spiking three times per year: Spring Break, Summer, and Black Friday week. When the brand approached Leap Group, they wanted to enhance their digital marketing performance to grow their presence and increase conversions. And we welcomed the challenge of helping this seasonal brand achieve year-round demand.

Searching through an ocean of data for **valuable insights**

We believe research is the foundation of any good work. So, we took a deep dive (pun intended) into the world of beach-goers and lake-lovers, as well as the competitive landscape of swimwear brands. This allowed us to extract unique human insights and identify the white space where our challenger brand could achieve success in a highly competitive arena.

Based on robust audience and competitive research, our team identified that the biggest opportunity for Fair Harbor stemmed from untapped, opportunistic potential surrounding Spring Breakers. We created three audience cohorts — domestic coastal vacationers, international beachgoers, and domestic lake lifers — and targeted associated segments to scale their success year-over-year.

Leveraging Fair Harbor's existing creative investment, we redesigned the account architecture, strategy, and approach to micro target different segments from these cohorts to generate significant results with increasing efficiency even as we scaled the campaigns.



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Cleaning up the client's Google Ads account

We knew that audience segmentation alone wouldn't be enough to achieve the kind of digital marketing performance enhancement that Fair Harbor was aiming for. So, we developed a robust strategy to optimize the brand's Google Ads account, enhance the Google Merchant Center, and make strategic improvements across various marketing platforms.

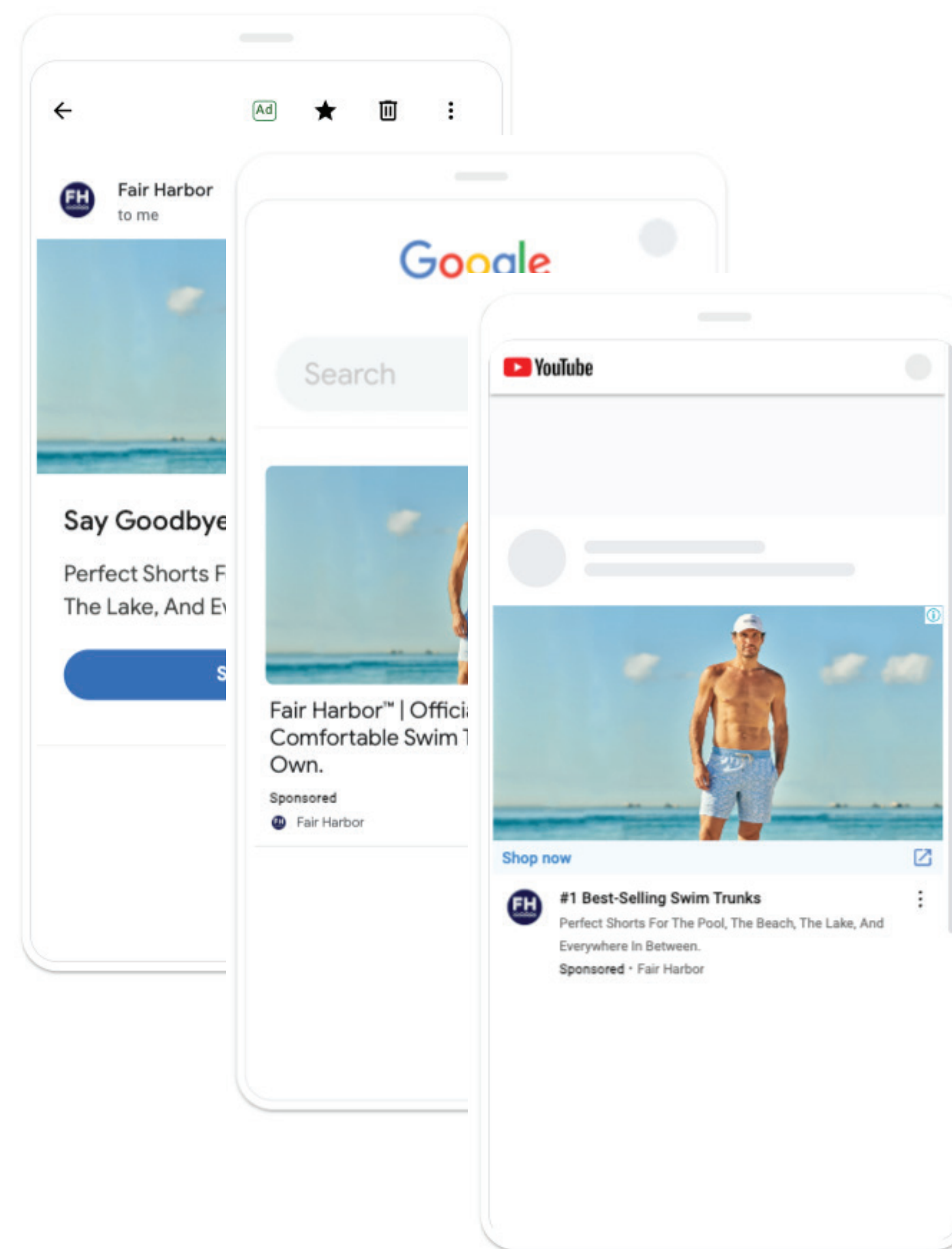
First, we undertook a comprehensive and meticulous cleanup and enhancement of Fair Harbor's Google Ads account. This included removing outdated or underperforming assets, introducing new targeted campaigns, refining ad groups, updating keywords and optimizing bid strategies to ensure maximum return on investment.

Then, through continuous monitoring and iterative adjustments, our team was able to generate significant improvements in the account's performance. These included better targeting, ad copy optimization, and bid management, which collectively led to a notable increase in key performance metrics.

Making **further enhancements** within the Google Merchant Center

Next, we tackled Fair Harbor's Google Merchant Center account and streamlined the brand's complete product listings. Our team reviewed and optimized all product data to ensure listings were accurate, complete, and aligned with best practices. The result? Improved visibility of Fair Harbor's products in search results, increased conversion rates, significantly enhanced Merchant Center performance, and improved overall campaign efficiency.

These significant improvements in performance metrics underscore the effectiveness of the strategic adjustments our team made in the client's Google accounts. By focusing on data accuracy, comprehensive account management, and iterative optimizations, Fair Harbor has seen a marked improvement in its digital marketing efforts, driving more conversions and increasing overall revenue.



Reaching **new audiences** around the world and throughout the year

Combined, our efforts drove an impressive increase in clicks (+758%) and impressions (+375%) that, when coupled with an improved CTR, demonstrated that the campaigns were reaching a broader and more engaged audience. Effectiveness was further demonstrated in higher conversion rates, more value generated from conversions, and a reduced cost per acquisition. From a financial perspective, Fair Harbor saw a positive ROI, with the decrease in CPA indicating more efficient use of the budget, and the increased conversion value highlighting the higher revenue generated through these optimizations. And at Leap Group, we had the satisfaction of helping a summertime brand reach all-new levels of growth and engagement.



+80%

increase in engagement

+375%

increase in impressions

+758%

increase in clicks

+192%

increase in
e-commerce purchases

+228%

increase in revenue

+94%

increase in Spring
Break investment

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