



**HOW AN ECOMMERCE
STORE GAINED 170
MESSENGER
SUBSCRIBERS IN 24
HOURS USING FACEBOOK
ADS AND CHATBOTS**

...with Plexy



Who?



**DISTRICT
CLOTHING**

District clothing Canada is a street wear clothing company stocking well known established brands.

Created by Matt Blake the clothing brand operates both in store in and online to bring the latest trends from stockists ranging from Champion to Levi, to the target market of 17-30 year old males.



Why?



**AUDIENCE GROWTH
AND SEGMENTATION**

They were encouraged to use messenger to promote a Black Friday campaign whilst gaining a better understanding of Customer's purchasing behaviour.

While they were creating 1-2 ad campaigns a week, they identified that there was a opportunity to implement a more aggressive marketing strategy over messenger, during the Black Friday Period.

The overall aim of this was to gain subscribers and information on the purchasing choices of customers .



What?



**CHAT BOT AND
ORGANIC FACEBOOK
CAMPAIGN**

Through messenger Plexy helped to grow Districts clothing subscribers by 173 people in 24 hours.

The responses from the Chat bot questions allowed District to understand there customers needs and preferences further.

This allowed them to market to a more accurate target market.



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How 173 subscribers were gained in 24 hours



Using the Comment Growth Tool, users commenting on the post automatically received a message from the Chatbot and went through a segmented, automated conversation.

This ad created by Plexy was the best ever performing organic post on Districts Facebook page.

This drove sales and gave District a much deeper understanding of their Customer's buying habits.

Final ad campaign saw the final impressive results of 66 likes, 244 comments, 25 shares, 4921 people reaches and over 240 new subscribers.



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