

Video Builder enabled Soft Surroundings to create video ads when production capabilities were significantly impacted - driving 6.5x ROAS

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Soft Surroundings

Women's boutique high-end retailer
United States • www.softsurroundings.com



Videos produced using Video Builder

The challenge

Soft Surroundings, a women's boutique, high-end clothing retailer, and their agency, Wpromote, identified a significant shift in consumer purchasing behavior to loungewear during the coronavirus pandemic. However, their existing video creatives were outdated and restrictions prevented the team from creating new video assets to take advantage of this marketing opportunity.

The approach

Soft Surroundings, working with Wpromote, leveraged Video Builder and their existing image assets to quickly create new videos within minutes and launch a campaign to take advantage of the loungewear opportunity. The team used Video Builder's diverse library of best practice built templates to create multiple variants and optimize the campaigns despite limited creative assets.

The results

Ultimately, Video Builder was the solution that enabled Soft Surroundings and Wpromote to quickly create new video assets during a time when traditional production capabilities were extremely limited. As a result, the team was able to pivot their creative strategy and adapt to the changing online shopping environment during dynamic times. At launch, the assets created by Video Builder drove incremental revenue and performance which kick-started a YouTube strategy moving forward.

\$163K

Incremental revenue
during April 2020

6.5x

ROAS during
April 2020

2,284

View through conversion
during April 2020

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