

CASE STUDY

Thrift Triumph: Persona-Driven Content Leads to Preloved's Best Grand Opening to Date

1.57x

ROAS on Facebook

428%

Increase in Organic Reach

#1 Best Grand Opening

For Sales and Attendance

About Preloved

Preloved is the original rent-a-booth thrift store, offering sellers and thrifters an asynchronous, in-person marketplace.

The Problem

Preloved is a franchise business, and they come to 97th Floor in preparation for a new location opening.

The Strategy

To prepare, 97th Floor built a persona-focused content strategy, including two weeks of targeted ads and organic post blasts on Facebook and Instagram. The campaign goals included booth bookings and awareness.

Results

To date, the new location has been the #1 best grand opening for preloved both in terms of attendance and sales dollars. The campaign resulted in 21 bookings from Facebook advertising, a 1.57x ROAS, and a 428% increase in organic reach on Instagram.

