

# Everything Digital

## King Apparel Case Study



# K I N G

## King Apparel



King Apparel wanted additional support in scaling their Facebook Ads account and the addition of Facebook CAPI to their tracking parameters. Everything Digital originally helped to scale their social ads platform to a higher ROAS and delivered some strong social ad videos, which were made bespoke for King Apparels social channels.

Once the tracking issues of iOS came into play, Everything Digital helped King to implement the Conversion API on their Magento based platform.



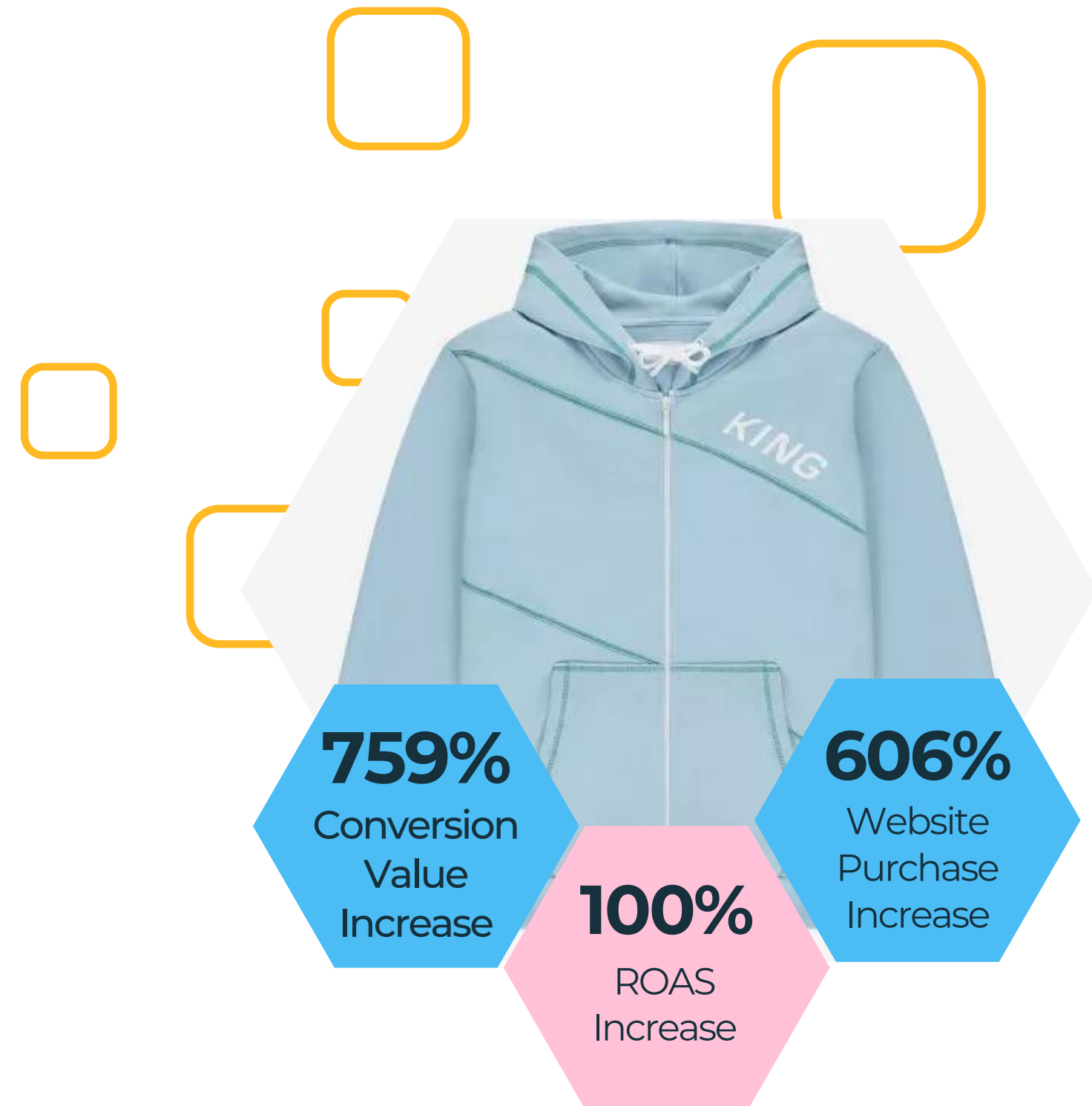
# Don't Take It From Us

*"Being one of the UK's longest standing streetwear brands, our social media presence was already well established and we were looking to build on our paid for social campaigns as the nature of the platforms started to change.*

*Since working with Everything Digital, we have built upon and increased our online revenue and a significant element of this has come from the restructuring of our Facebook ad account. We worked with their team to ensure our social media ads covered all bases, including raising new users and utilising a much stronger remarketing strategy. In addition, with the fundamental changes to Facebook advertising since the start of 2021 Everything Digital have been a great partner to help navigate these advertising policy changes and ensuring any effects to our ad strategy and revenue have been mitigated.*

*At a time when many agencies and advertisers have and continue to not fully understand the impact of these changes, Everything Digital were a solid partner to work with to ensure we were on top and ahead on everything. Definitely would recommend these guys!"*

**Tim Hoad - Owner**





**Everything Digital**

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