



Rose Buddha x go

About R O S E B U D D H A

Rose Buddha is Quebecer company founded in 2016 which makes eco-friendly yoga leggings. While on vacation in Bali, Madeleine Arcand, one of the cofounders, discovered fabric weaved from recycled plastic bottles. Upon her return, she partnered up with long-time friend Maxime Morin, both motivated to start using this fabric in Quebec. Today, Rose Buddha sells its products all over Quebec, but also in the

rest of Canada, in France and in the States. As of March 2019, they opened Espace Rose Buddha in the Hochelaga neighborhood in Montreal, a boutique that doubles as a yoga studio as well.

We spoke with Madeleine and Maxime, co-owners of the company, to learn more about their challenges as independent business owners, and about the go solutions they used to reach their advertising goals.

challenge

One and a half year after the launch of their company, the two entrepreneurs quickly realized that they had to increase their weekly sales if they wanted to ensure Rose Buddha's continuation.

Up until then, Rose Buddha's clothes were only being sold online - digital marketing was then an obvious next step. Having already had success with social media, Madelein and Maxime decided to trust go to launch campaigns through other digital advertising channels.

goals

- 01 Build brand awareness
- 02 Increase number of weekly sales

go solutions

- Search Engine Marketing (SEM)
- Display advertising
- Retargeting

time period

- December 2018 to March 2019



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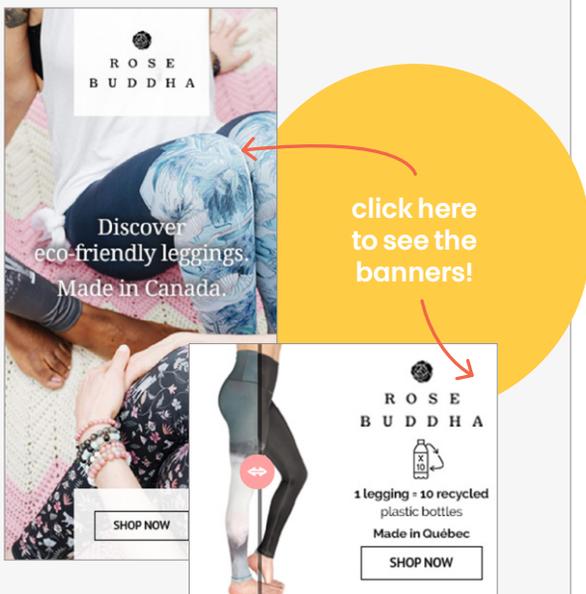
process

- 01** The first meeting between Rose Buddha and go was to get a clear idea of the advertising goals and develop the first strategy to achieve them.
- 02** During this meeting, the account director built a good overview of the present SEM and retargeting efforts and presented the relevant KPIs.
- 03** The account director then suggested a strategy that would integrate display campaigns that would be launched and managed by to go team in order to achieve the brand awareness goal.
- 04** Upon this proposal, a budget and a timeframe were established.
- 05** Throughout the campaign process, regular calls and meetings were planned between Rose Buddha and the account director to keep track of performances and adjust the campaign settings to maximize the impact.

results

In regard to the brand awareness goal, the display and retargeting campaigns generated an **average of 100 000 impressions per month**. During that same period, the SEM ads generated a **monthly average of 679 unique visits** to the website.

As for increasing sales, the 4-month period generated an **increase of 42% in online sales**.



what Madeleine and Maxime think of go

The investment we made in go's service truly generated results. We have no problem in investing the right budget to launch big campaigns if we know they will bring a solid return on investment, which has always been the case with go. Also, the customer service is tailored to our needs, we feel like the team cares about our results as much as we do, and that our account director is 100% invested in our success. This is how we can build a trusting relationship with the company.

— Madeleine and Maxime, cofounders of [Rose Buddha](#)