



How We Helped a B2B SaaS Company **Increase Sign-ups By 1376%** with a **5:1 ROAS** in 6 Months

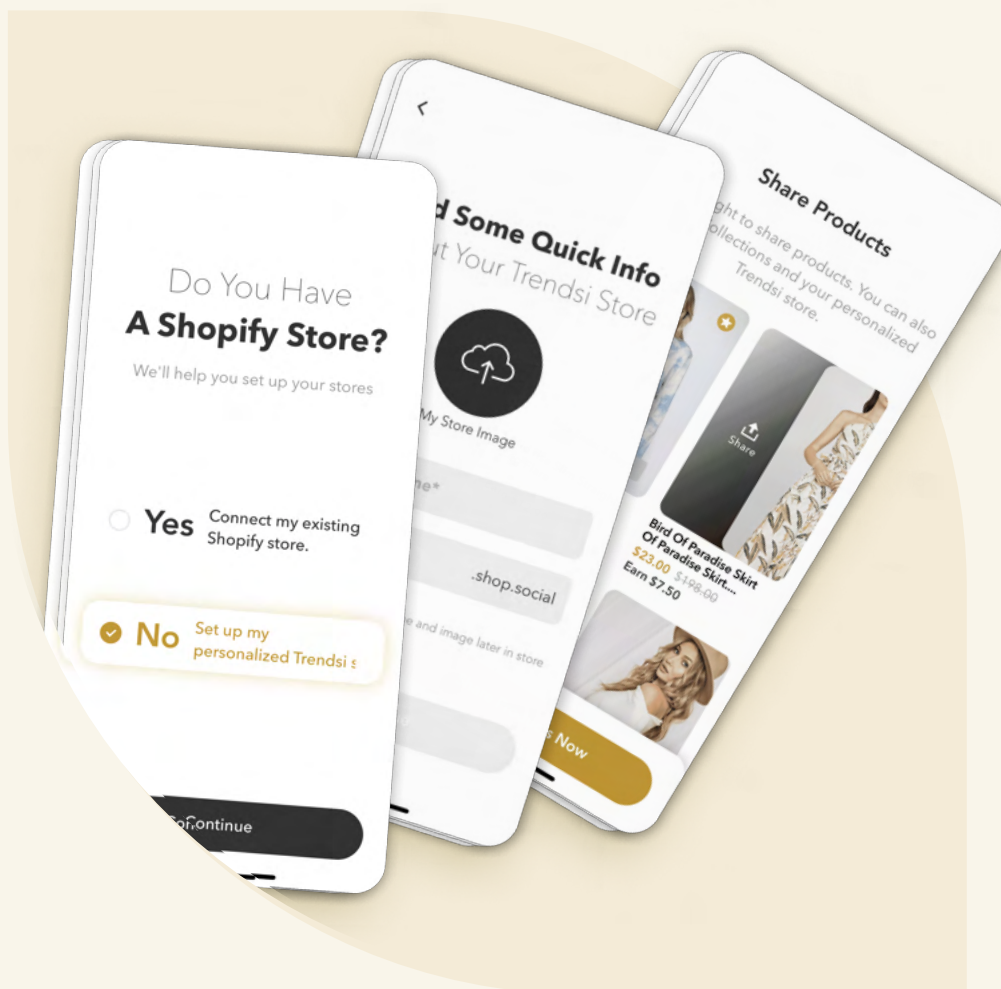
- LP Session Conversions
13.12%

- Achieved
5:1 ROAS

- Increased Sign-Ups
1376%

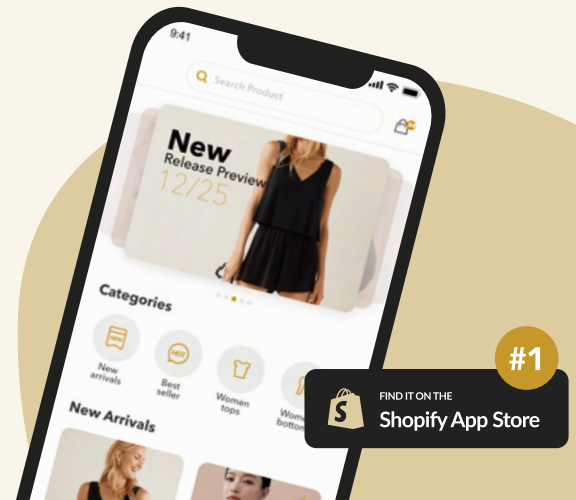
“We were quickly blown away by the quality of leads duo generated. They took complete ownership of our ad campaigns and delivered fantastic results that have remained consistent for over 6 months now.”

Ella Zhang
CEO, Founder | Trends





Trendsi is the #1 free-to-use, wholesale women's fashion dropshipper on Shopify.



Challenges:

- ▶ Scale ad spend *without* degrading lead quality



Solution:

- ▶ Strategic ad campaign optimizations
- ▶ Created modern, hyper-targeted landing pages
- ▶ Leveraged machine-learning to improve conversion quality



Results:

- ▶ Achieved a 5:1 ROAS (return on ad spend) while scaling ad spend
- ▶ Increased sign-ups by 1376%
- ▶ Converted 13.12% of landing page sessions



Challenges



As a software-driven, supply-chain innovator in women's fashion e-commerce, Trendsii is part of a highly competitive market. In order to increase market share and scale qualified sign-ups, Trendsii enlisted duo to provide the strategy and roadmap needed to achieve these growth goals.

Trendsii offers online fashion boutique owners a free-to-use dropshipping platform with guaranteed fast shipping times, high margins, and 100% covered logistics. With their Series A looming, Trendsii knew their growth story would play a large role in the fundraise. In order to tell that story, Trendsii needed to significantly increase ad spend *without degrading the quality of their sign-ups*.

So how did we do it?

We implemented our 3-step process, known as our [Remarkable Growth System](#), to elevate Trendsii's brand, build scalable campaigns, and optimize conversion rates to drive the highest quality sign-ups.

Goals

- ✓ Scale ad spend without losing lead quality
- ✓ Maintain a positive ROAS
- ✓ Generate more high-quality sign-ups



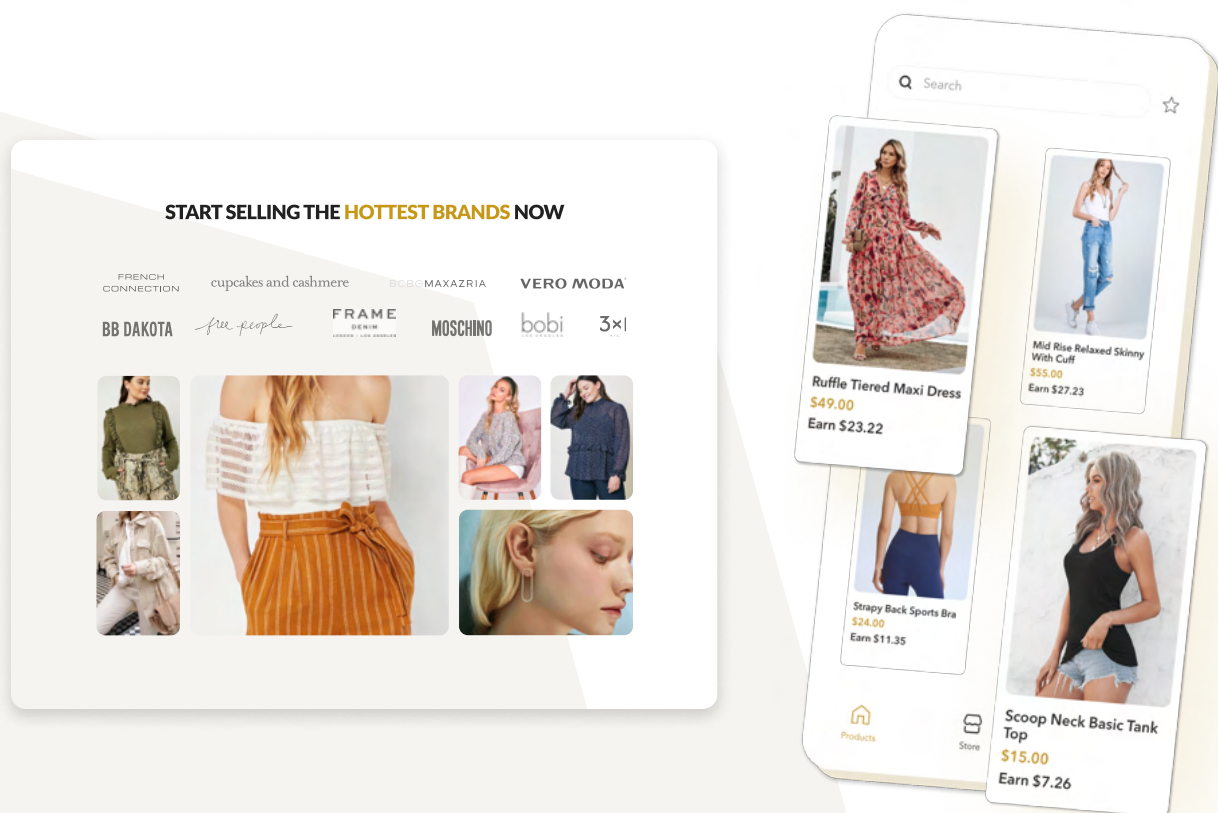
Solutions



From previous experience, we knew solving these problems would not be easy. Which is why we created our [Remarkable Growth System](#) to help SaaS and B2B companies like Trendsii drive *sustainable and predictable growth*.

To start, we conducted a comprehensive competitor analysis of the top players in the market and pinpointed the gaps in Trendsii's current marketing strategy. We used these industry findings along with thorough client interviews to inform our initial marketing strategy and recommendations.

Once our market analysis was complete, we set about elevating Trendsii's brand by putting together a Brand Enhancement Deck—an abbreviated brand guide that serves as the roadmap for all marketing assets. From there, we built a hyper-targeted landing page to attract high-quality sign-ups.



Solutions



Next, we began the process of building Trendsì's growth engine by creating and managing conversion-oriented campaigns across Google and Facebook. Designed to clearly communicate Trendsì's benefits and differentiate them from their top competitors, these campaigns effectively ignited Trendsì's user acquisition efforts—generating thousands of web visitors per week.

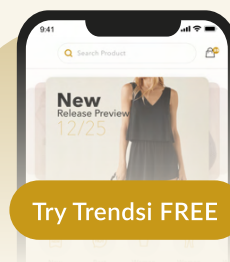
With the combination of our hyper-targeted landing page and highly-optimized paid search campaigns, **we generated 1376% more sign-ups** than Trendsì's previous ad campaigns.

Lastly, we optimized our acquisition efforts by tweaking Google's conversion criteria to focus solely on revenue-generating users. This strategy helped us train Google's algorithm to more effectively target our most valuable users—leading to improvements in our ROAS.

Additionally, we conducted a thorough analysis of our current campaign keywords and weeded out any keywords with an average or negative ROAS. Although some of these keywords cost-effectively drove sign-ups, ultimately, they did not produce enough revenue-generating users for Trendsì to justify bidding on them.

trendsì

**Scale Your Fashion
Brand with Shopify's
#1 Dropshipper!**



Solutions



In the end, we dramatically optimized and scaled Trendsi's growth in 6 months time—achieving a 5:1 ROAS and 1376% increase in sign-ups.

As of today, we continue to work with Trendsi—each day getting closer to making them the #1 women's fashion dropshipper in the industry. In fact, they're already the #1 fashion dropshipper on Shopify.

trendsi [Sign Up](#)

Discover thousands of women's fashion products to **sell online**.

We'll handle the inventory, shipping, returns, and customer invoicing, so you can focus on growing your business.

[GET STARTED FOR FREE](#)

No Upfront Costs

Trends is 100% free to use. Not setup or monthly costs. Simply create your profile and start selling.

Faster Shipping & Free Returns

Say goodbye to long shipping estimates and unhappy customers. Trends will fulfill all your orders in 2-10 business days.

Stylish & Trendy Products

You can't spell Trends without trend. We carry off-price designer brands and high-quality trendy products that will WOW your customers.

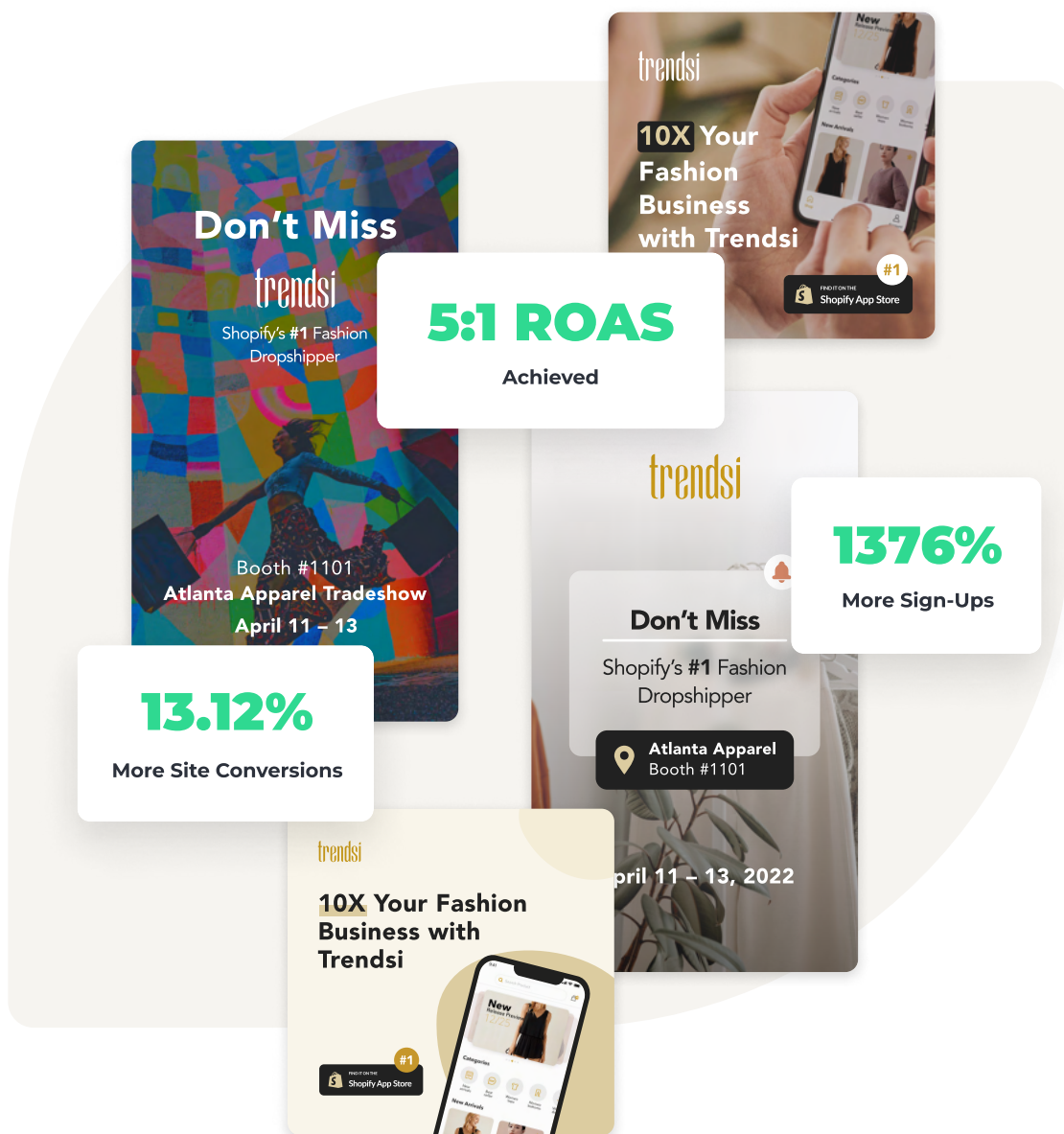
24/7 Support

Whether you're a new seller or experienced dropshipper, Trends has a dedicated support team to help you with your business.

Results



- ✓ Achieved a 5:1 ROAS (return on ad spend) while scaling ad spend
- ✓ Increased high-quality sign-ups by 1376%
- ✓ Converted 13.12% of landing page sessions



Want To **Build Your Growth** Engine And Scale Like Trendsi?

Schedule your free Strategy Session to get started with duo Strategy today.

[Schedule Strategy Session](#)

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