

WIN Detergent

Case Study



WIN Detergent Increases CTR 311% with Video Ads



Name: WIN Detergent is a specialty sports detergent for active and sports-minded consumers.

Industry: Consumer Product

Detergent is an established space dominated by some of the world's biggest brands – think Procter & Gamble, Johnson & Johnson, etc. With such big-name brands cornering the market on clean clothes, it's tough to get noticed and to secure shelf space.

WIN needed a way to break through these giants to get the attention of fitness buffs, personal trainers, and athletes looking for a detergent made specifically for workout clothes.

Company Story

WIN created the entire Sports Detergent category when it was introduced in 2005. A staple for runners, cyclists, and anyone who sweats when working out, WIN has also cornered the detergent market for today's yoga apparel – especially hot yoga!

WIN detergent is used by tennis pros, spin instructors, MMA fighters, equestrians, cross-country skiers, and more. It is also a must-have for parents of active and sports-minded teens wearing polyester uniforms. Even pet-lovers admit that nothing gets the dog smell out of blankets and pet beds more than WIN detergent.

86%
of consumers want to see
more videos from brands.

(Source: Wyzowl)

Challenge

It's evident that the WIN team knows their product. The science behind WIN is fascinating and compelling. However, they had no easy way to help potential customers understand what made WIN so special or even how to effectively reach this specific target market.



The marketing team at WIN discovered that, if not marketed correctly, their specialized product could easily be viewed as a gimmick exploiting a sports-minded audience or an over-priced alternative to regular detergent.

Solution

The Explainify team carefully assessed WIN's unique challenge, and with a specified audience in mind, drew up a creative plan that would speak specifically to them. Knowing that the WIN audience is intelligent when it comes to their bodies, nutrition, and performance, the Explainify Team created a two-minute explainer video focused on the unique science behind WIN to help viewers understand why WIN, on a chemical level, is really better for athletic wear.

Additionally, Explainify discovered that most athletes and coaches prefer Facebook over other social channels. It's where teams or groups meet and where they share, search, and discuss their favorite sport. So, Explainify collaborated with the WIN team to create two short, yet dynamic, videos for use as targeted Facebook ads.

An interesting note – Prior to running the Explainify Facebook ads, the WIN team ran a series of static ads on Facebook, resulting in a dismal 0.567% Click-Thru-Rate (CTR).

500 Million+ people watch
Facebook videos each day.

(Source: Forbes)

Results

After the Explainify short videos ran on Facebook:

- More than half of the people who saw the ad in their feed watched the video, meaning for every two people who encountered the ad, at least one of them stopped to consume WIN's video content.
- The video ads had a lower cost-per-click than the static ads ran previously – that's a staggering **\$0.35 vs. \$1.50**.
- All these approaches resulted in a **311% increase in CTR**.

Here's What We Learned

Every company we work with is unique, regardless of the industry or use case. WIN came in with a story all their own, however their challenges were very common among businesses struggling to reach their target market.

KNOW YOUR AUDIENCE – WIN's biggest customer base consisted of personal trainers, fitness buffs, and yoga instructors, the majority of whom are women. So, we had to tell the WIN story in a way that would appeal to sports-minded women – intelligently, honestly, and straight-forward.

MAKE SCIENCE AWESOME – Many times scientific concepts are presented in ways that are overly complex or outright dull. It is imperative that viewers understand the science behind WIN in order to understand how and why the detergent works. To do this, [Explainify explains the science in an interesting, educational, and entertaining way](#). One of the concepts we used was to animate and personify sweat bacteria and metaphorical imagery to actually show WIN at work.

TEST THE MESSAGE – Truth is, not every ad is going to perform incredibly well, regardless of the platform. This is why it's important to test the message – sometimes with different video concepts to see what works and where improvements can be made. Explainify collaborated with the WIN team on multiple videos providing the opportunity to refine the message, develop more than one approach to the story, and test for efficiency.

Conclusion

Video really is the future of online advertising. New York Times best-selling author and marketing guru Neil Patel found that people are 27-times more likely to click a video ad than a static ad.



Testimonial

Your brand story has the power to motivate and drive people to action. Telling your story in a compelling and engaging way brings awareness to your brand, increases sales, and creates a lasting impression.

311%
INCREASE

The CTR for this add jumped to **1.70% for personal Trainers** and **2.329% for yoga instructors**. That's a **200% increase** and a **311% increase** over the static ad, respectively!

The Explainify Frustration-Free™ Process brings video marketing to life in an easy step-by-step process!

LEARN MORE



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