× | LUXURY FOOTWEAR · WHATSAPP CAMPAIGNS

88x ROI in 24 Hours: Eves & Gray's Explosive Start with Spur!

Discover how Eves & Gray, a luxury footwear brand specializing in handcrafted, made-to-order shoes, achieved an astonishing 88x ROI within just 24 hours of partnering with Spur.

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14-day free trial.

Eves & Grays
Luxury footwear · WhatsApp campaigns

24 hrs
Time for Results

ROI Achieved	88.75x
Message Delivery Rate	99.18%
Setup Time	30 mins

KEY TAKEAWAYS

- Present products through WhatsApp carousel messages.
- Use DeliveryBoost and campaign reporting to follow delivery and sales.
- Eves & Gray reported 88.75x ROI, £3,826.45 in revenue and 99.18% delivery from the featured campaign.

Ask an AI about this story ChatGPT Claude Perplexity

CHALLENGE	Reach more customers with a channel that could communicate a premium product personally and at scale.
SOLUTION	Set up WhatsApp campaigns with product carousels and DeliveryBoost.
RESULTS	✓ 88.75x reported ROI ✓ £3,826.45 revenue in one day ✓ 99.18% message delivery

HOW THE WORKFLOW WORKS

STEP 1
Prepare the product carousel

›

STEP 2
Send the WhatsApp campaign

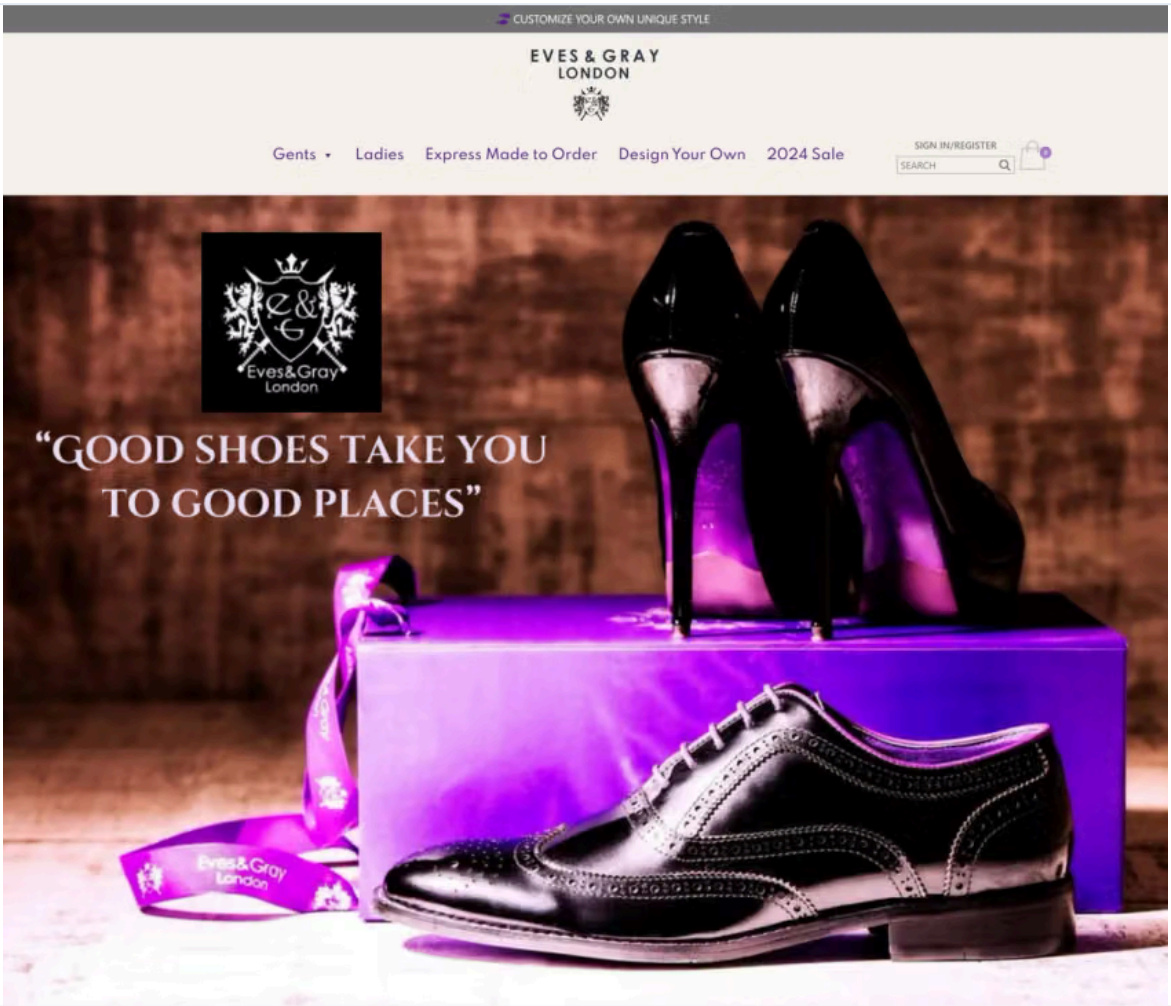
›

STEP 3
Track delivery and sales

Case Study Highlights

- **Eves & Gray's Background:** A luxury footwear brand specializing in handcrafted, made-to-order shoes.
- **The Challenge:** Difficulty in effectively communicating with a broader audience.
- **Spur's Solution:** Easy onboarding, carousel messages, and DeliveryBoost™ technology.
- **Impressive Results:** 88.75x ROI, £3,826.45 revenue generated in one day, 99.18% message delivery rate.
- **Future Endeavors:** Regular broadcasts and automation of support queries with Spur.

Introduction



Eves & Gray's Homepage

Eves & Gray, a family-owned luxury footwear brand, has been redefining the shoe industry with their handcrafted, made-to-order designs. Known for gracing the feet of celebrities, pop stars, and professional athletes, they combine traditional craftsmanship with a contemporary twist. Their unique selling proposition lies in their commitment to quality and individuality, ensuring that each pair of shoes tells its own story.

However, even with such a remarkable product line, Eves & Gray faced a significant challenge: effectively communicating with a wider audience. They excelled in selling their shoes when given the opportunity but struggled to spread their message far and wide. The solution needed to be fast, simple, and elegant—qualities that Spur embodies perfectly.

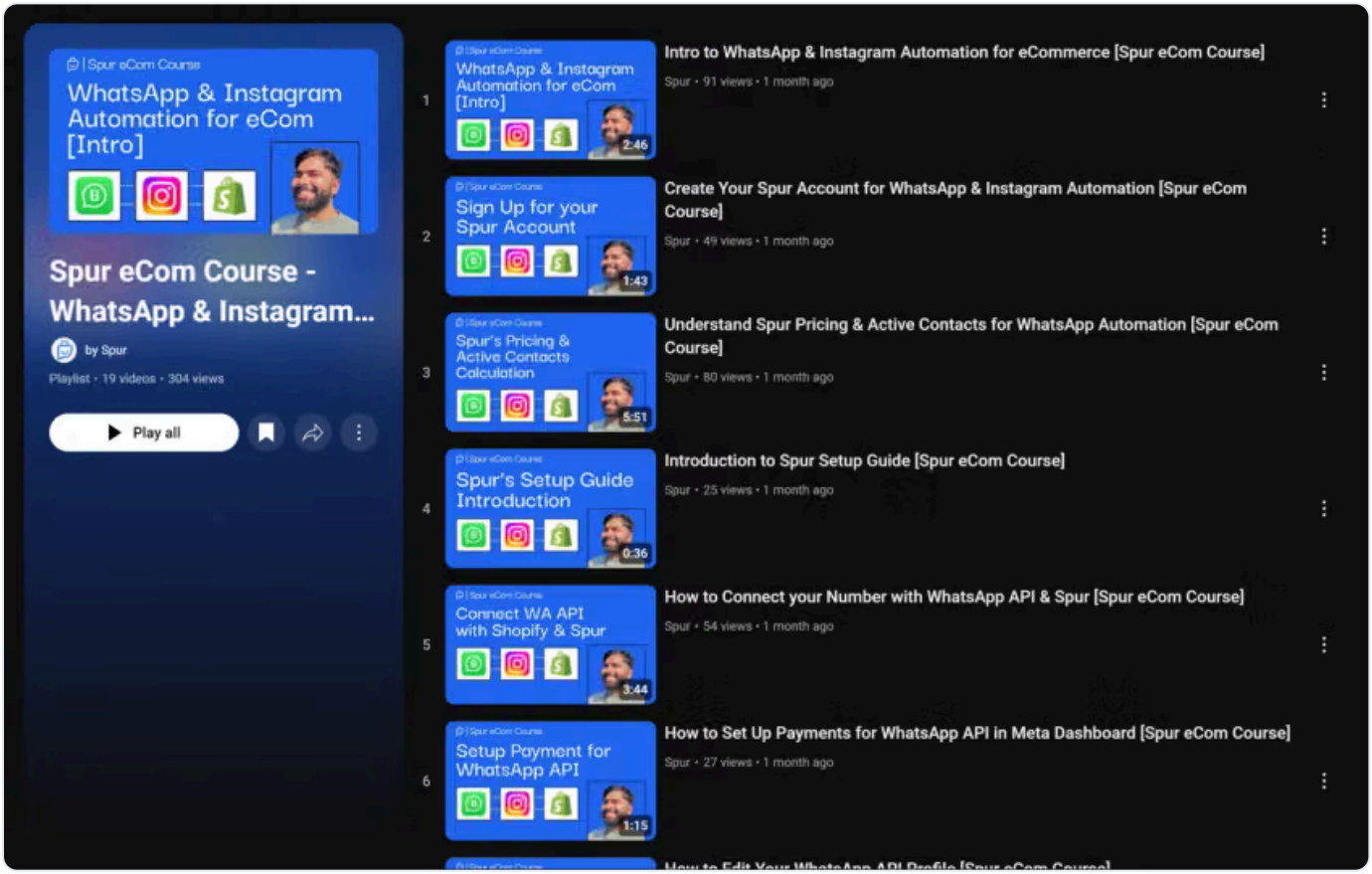
The Challenge

Before partnering with Spur, Eves & Gray knew that their success hinged on reaching the masses. They had tried various marketing channels but couldn't find a method that provided both personalization and scalability. Traditional marketing avenues were either too impersonal or too time-consuming, failing to capture the essence of their brand and the attention of potential customers.

> “Spur makes it effortless to connect with your audience. With features like Carousel Messages, advanced segmentation, and DeliveryBoost™, you can expect immediate results and sustained growth.”
>
> **The delivery rates and ROI is great! Couldnt think of a better outcome**, WhatsApp Marketer

The Spur Solution

Easy Onboarding



Spur's Playlist walks you through step-by-step in bite-sized videos to help you install and configure Spur in just a few minutes

The journey began with a seamless onboarding process. Eves & Gray already had a Facebook Business Manager account and a dedicated WhatsApp number for marketing. With Spur's robust video guides, they were able to integrate their systems and set up their account in just a few clicks.

Setting Up the Broadcast with Carousel Messages

Example of a Carousel Message and what they look like on WhatsApp mobile.

To make a significant impact, Eves & Gray decided to utilize WhatsApp's **Carousel Messages**, which they could make easily with Spur's Template Builder. Unlike simple text messages, carousel messages offer a swipeable series of cards, each containing images, multiple buttons, and links. This interactive format was perfect for showcasing their products and special offers.

Their broadcast message promoted a **Clearance Sale**, offering customers **50% off** on select items, a **free item worth £85** with all orders and an urgent call-to-action stating that the offer would **end tonight.**

HOW THE WORKFLOW WORKS

STEP 1	STEP 2	STEP 3
Create a message template	Choose the audience segment	Configure and send the broadcast

Setting up the broadcast was straightforward:

1. **Template Submission:** They submitted their carousel message template for review with just a click and got it approved within seconds.
2. **Audience Segmentation:** Using Spur's advanced segmentation tools, they targeted customers who had previously shown interest in the products that were on sale.
3. **Broadcast Sending:** With a click of a button, their message was scheduled for delivery.

Overcoming Meta's Frequency Capping with DeliveryBoost™

One of the hurdles in WhatsApp marketing is Meta's Frequency Capping, which limits message deliveries to 30-40%. Spur's proprietary **DeliveryBoost™** technology tackles this issue head-on.

How DeliveryBoost™ Works:

- If a message fails to deliver on the first attempt, DeliveryBoost™ doesn't give up.
- It continuously tries to resend the message over the next 24 hours.
- The timing of each attempt is optimized by an internal algorithm, increasing the chances of successful delivery.

This innovative approach resulted in an astounding **99.18% delivery rate** for Eves & Gray's broadcast.

SPUR

Connect your next launch to measurable results.

Review delivery, engagement and orders after sending, so the next campaign starts with useful evidence.

Book a demo ›

The Results

What one day of campaigning returned

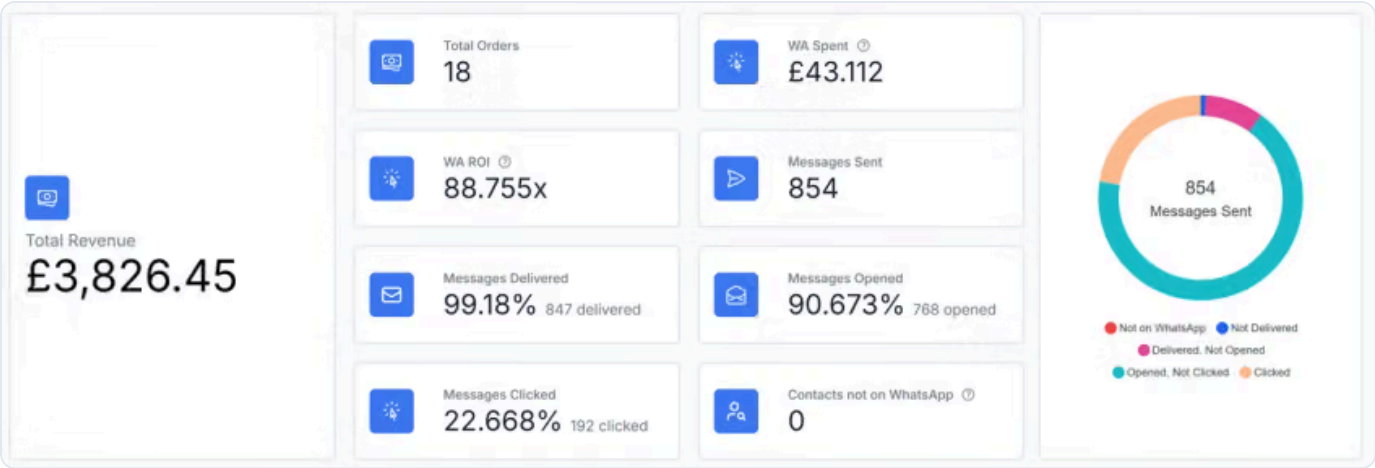
For every 1 spent on messaging

Messaging spend	1
Revenue attributed	88.75

88.75x

Return on messaging spend

£3,826.45 in revenue in one day, at 99.18% message delivery.



The Results Eves & Grays got with their broadcast

Eves & Gray's first campaign with Spur was nothing short of phenomenal:

- **88.75x ROI:** Their £43.11 investment yielded £3,826.45 in revenue within a single day.
- **High Engagement:** The interactive carousel message led to increased customer engagement and immediate sales.
- **Massive Reach:** Achieved a 99.18% message delivery rate, far surpassing industry standards.

SPUR

Show your collection inside the conversation.

Build a WhatsApp carousel campaign that gives customers a clear way to explore your products.

Book a demo ›

Future Plans with Spur

Encouraged by this success, Eves & Gray have integrated Spur into their regular marketing strategy. They now:

- **Regularly Send Broadcasts:** Continuously engaging their audience with new offers and product launches.
- **Automate Support Queries on WhatsApp:** Using Spur's automation features to handle customer inquiries efficiently, freeing up valuable time.
- **Automate Engagement on IG & FB:** Using Spur's Linked Products feature to automatically send product links to people who comment on their posts.

Conclusion

Eves & Gray's story illustrates the ease with which a brand can start WhatsApp Marketing with Spur and the transformative power of effective communication. By leveraging Spur's user-friendly platform, advanced messaging features, and innovative DeliveryBoost™ technology, they overcame their marketing challenges and achieved unprecedented results—all within their first day.

Ready to amplify your brand's reach like Eves & Gray?

Get Started with Spur Today!

Was this page useful?

Run one of these on your own audience.

Spur turns customer behaviour into WhatsApp and Instagram audiences and bills you per conversation delivered. It connects to Shopify if you sell there. 7-day free trial.

Start for free ›

Book a demo

Meta Business Partner

Shopify Partner

- 14-day free trial
- Connects to Shopify in minutes
- WhatsApp billed per delivered message