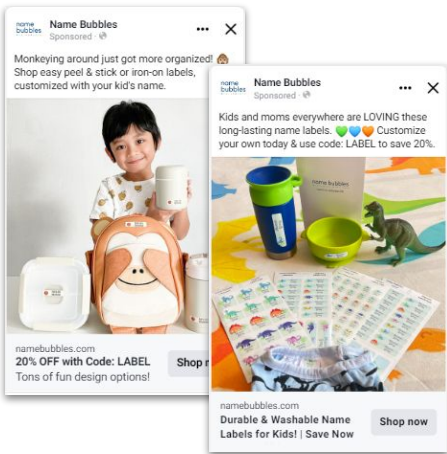


# name bubbles

Name Bubbles + JumpFly

Ballston Spa, NY, USA · [namebubbles.com](https://namebubbles.com)

## JumpFly Social Ad Management Substantially Increased Revenue and Sales Despite iOS14 Restrictions



### The challenge

With the **iOS 14 update** hitting the Meta platforms in April 2021, data visibility became a challenge. As the update continued to roll out changes, it became **harder to attribute sales to social ads**. This ultimately led to hesitations from Name Bubbles regarding performance and whether the sales they were achieving were truly coming from social advertising efforts.

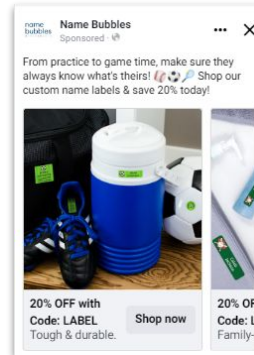
### The approach

In order to determine the true effectiveness of Facebook and Instagram advertising, the JumpFly social team made the decision to **pause all campaigns** on the platform for a **two-week period**. This test enabled the team to isolate performance and evaluate its effect on overall company sales. With Name Bubbles on board, campaigns were paused on March 17th, 2022.

### The results

Campaigns were soon reactivated on March 23rd, 2022, after only a one-week pause. During the pause, Name Bubbles experienced a **31.05% decrease in overall revenue** and a **27.80% decrease in site traffic**. Consequently, leading to a **revenue drop of \$15,926.74** for the duration that Meta campaigns were paused.

Once Meta campaigns were reactivated, overall **revenue increased by 21.45%**, and **site traffic increased by 15.98%**, thus proving the positive impact of JumpFly's social advertising management. Since launching with JumpFly Paid Social, Name Bubbles has experienced a **74.49% increase in overall revenue** and a **30.03% increase in goal completions**.



“Name Bubbles is a great example of looking at the bigger picture. Showcasing that although visibility may be limited, social ads are powering sales and contributing to the overall success of the company.”

—Stephanie Shaw, Social Media/PPC Director, JumpFly

74%

Increase in Overall Revenue\*

30%

Increase in Goal Completions\*

\*Since Launching with JumpFly Paid Social

