

How LP Helped Ceramic Maker Break the Mold

KEY METRICS



+130%
Revenue



+838%
Shopping



+68%
Online Store

It can be challenging for any handmade product to convey its craftsmanship in a virtual environment, let alone ceramic dinnerware that requires a tactile experience to fully appreciate its quality. However, armed with the right strategy and strong creative assets, brands can capitalize on increased brand awareness and drive an overall lift to their business. Here's how we helped handmade dinnerware producer Jono Pandolfi set the table for success through social media advertising.

ABOUT JONO PANDOLFI

New Jersey-based [Jono Pandolfi](#) is a renowned luxury handmade dinnerware brand that graces the tables of Michelin-starred restaurants and high-end establishments across the globe. Their work blends functionality with artisanal craftsmanship, creating pieces that are both beautiful and durable. Over the years, Jono Pandolfi USA has expanded its reach, providing unique tableware to professional kitchens and home dining enthusiasts, embodying the perfect fusion of design, quality, and collaboration.



Working with Logical Position has felt like an extension of our internal marketing team. The communication has been outstanding and enabled us to align on initiatives that make the most sense for the business while also growing awareness and reach for our brand.

— Nick Pandolfini, General Manager, Jono Pandolfi USA

Setting the Scene

As an artisanal brand, Jono Pandolfi USA was looking to increase their brand awareness on both B2B and B2C sales. While they developed a solid in-house creative process, they needed LP's expertise in campaign management and scaling efforts effectively. Key concerns included optimizing their advertising budget across different segments and creating a strategic partnership to enhance their brand awareness and profitability.



Tabling Objectives

- Campaign focus** on hero-product ads focused on plates as their top B2C product.
- Platform focus** on Meta ads audience segmentation between their business channels
- Agency alignment** and creative guidance between the client's in-house creative team ensures assets align with audience behavior and campaign KPIs.

Back of House

Our account deployment strategy focused on three pillars to get started while making campaign adjustments based on performance.

Campaign Structure

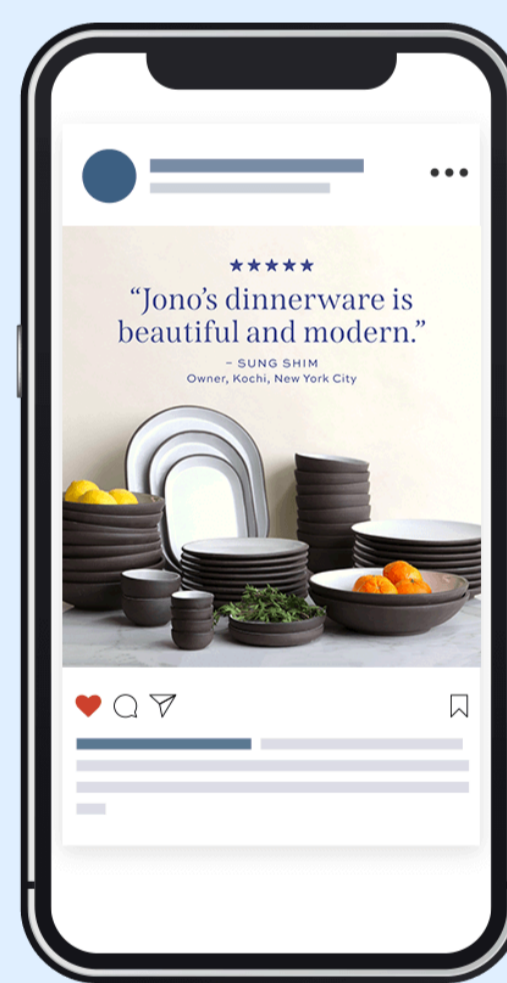
We rebuilt the campaigns based on client priorities and past performance data. We refined our targeting based on best practices to determine the appropriate budget allocation between audience segments.

Tracking & Reporting

To accomplish Jono Pandolfi's outlined goal, our team relied on Northbeam, our preferred LP partner, to provide accurate insights on ad performance, sales attribution, and ROAS for the account to ensure we met profitability targets.

Account Adjustments

Advantage Plus was pushed at the top of the funnel, which has impacted sitewide efforts and allowed us to keep our remarketing budget low but adequate. We tweaked our attribution window to improve ad spend efficiency and bring more qualified users to their site.

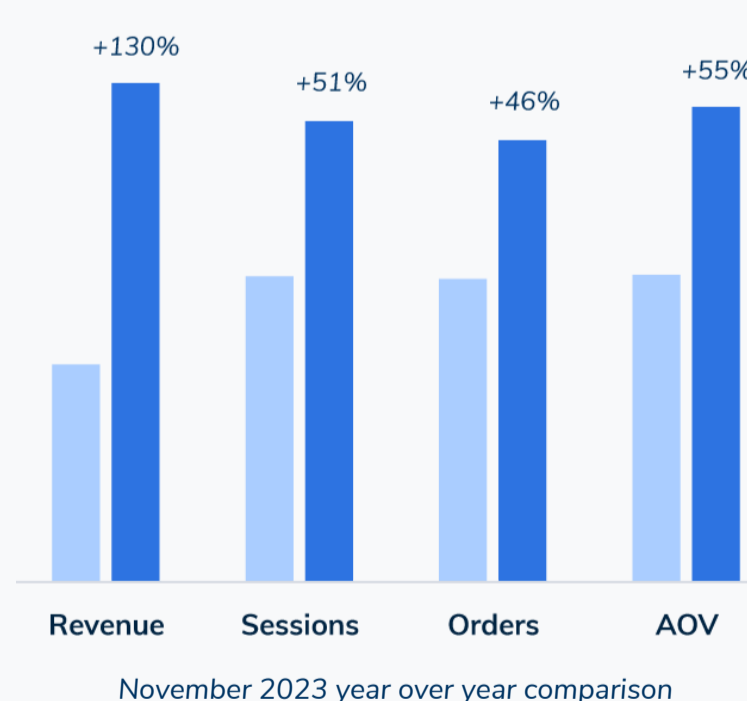


FABULOUS RESULTS



Soup to Nuts

With a renewed digital marketing strategy, the Jono Pandolfi brand has capitalized on holiday shopping, providing a critical revenue boost and fuel for reinvesting in and growing the marketing funnel.



Tips For Achieving Similar Results

- Isolate your revenue channels by sector to set realistic marketing goals
- Leverage high quality creative and diversify testing to find new top performers
- Invest in reliable attribution to measure campaign impact
- Track overall sales lift alongside brand building to measure growth outside of platform attribution windows

Is your digital strategy ready for a handcrafted approach? Contact us today to reserve a seat at the big kid table.

[Learn More](#)