

# Threading the Throughline for Needlepoint

## KEY METRICS



**+277%**  
FB & IG Channel Sales



**+44%**  
Total Revenue



**+42%**  
Total Orders

Product-based businesses in specialized industries can face challenges in effectively reaching their ideal audience online. Limited targeting strategies, underutilized advertising tools, and an oversaturated digital landscape can make it difficult to stand out and drive conversions. To stay competitive, these businesses need a strategic, data-driven approach that optimizes advertising efforts, enhances customer engagement, and maximizes return on investment.

Here's how Logical Position helped Needlepoint transform its digital advertising strategy and achieve consistent growth year over year.

## ABOUT NEEDLEPOINT

Based in Raleigh, North Carolina, [Needlepoint.Com](https://www.needlepoint.com) is a premier manufacturer and distributor of high-quality needlepoint kits, canvases, and supplies for stitching enthusiasts. With two vibrant showrooms and a thriving online store, the company offers expert-led in-person and virtual classes, along with professional finishing services to transform completed projects into lasting works of art. Committed to the highest quality and inspiring creativity, Needlepoint.Com provides everything stitchers need to bring their artistic visions to life.



We couldn't be happier with LP's impact on our business. Their strategic approach to paid social, especially the focus on optimizing attribution, has driven significant revenue growth and allowed us to focus on developing new products and better serving our customers.

— Kendyl Becker, Needlepoint

## OBJECTIVE

Use paid social to provide an overall account lift and complete a full-funnel strategy that generates increased sales from their ardent site visitors.

### Our Approach

Logical Position partnered with Needlepoint to overhaul its campaign strategy and focus on maximizing conversions throughout the funnel.

Designed a full-funnel strategy utilizing Advantage+ campaigns to drive new-to-brand prospects at the top of the funnel, nurture mid-funnel audiences with remarketing campaigns, and reengage past purchasers to buy again. Shifted campaign attribution to click-based to focus on more qualified users.

Conducted extensive testing on ad creatives and copy, including user-generated content (UGC), carousels, and GIFs, to optimize performance across touchpoints and refine ad effectiveness.



## Challenges

Transitioning from in-house management to a more structured approach.

Optimizing campaigns for a brand with a growing audience but minimal targeting

Balancing consistent growth while integrating new ad tools and creative strategies.

## STREAMLINED STRATEGY FOR NEEDLEPOINT

### Audience Segmentation Alongside Automation

Tapped into Needlepoint's robust email lists for lookalike (LAL) targeting and crafted tailored campaigns for prospecting, mid-funnel engagement, remarketing, and lifetime value. Ran these campaigns alongside Advantage+ campaigns to fully leverage Meta's automation and broad targeting capabilities.

### Creative Optimization

Tested various ad formats and messaging on different audience segments, focusing on UGC and dynamic visuals that resonated with Needlepoint's audience. This helped maximize visibility and drive sales for new product releases. The team also benefited from Dynamic Product Ads, utilizing Needlepoint's robust online catalog.

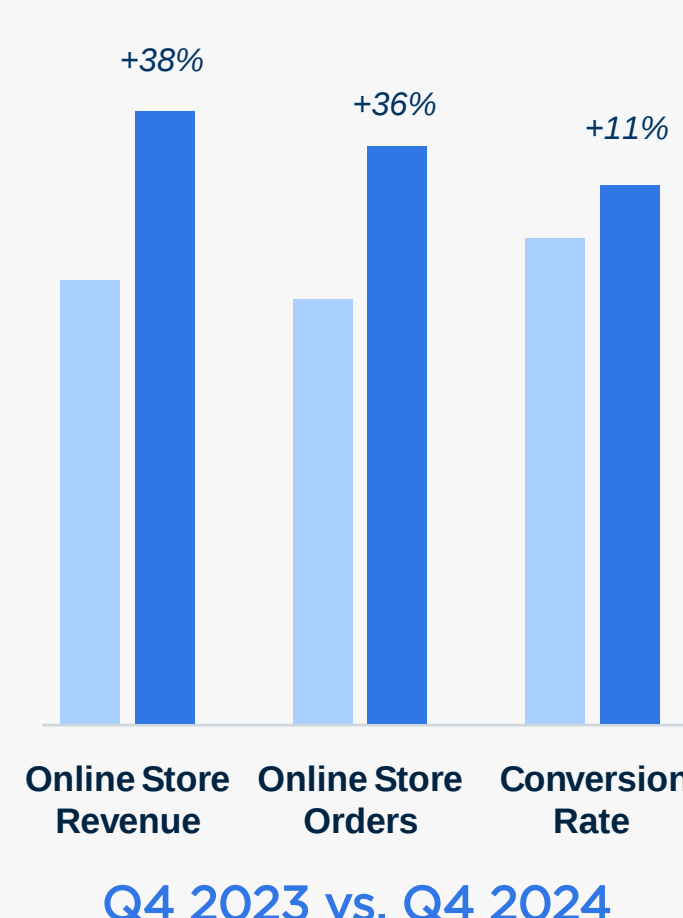
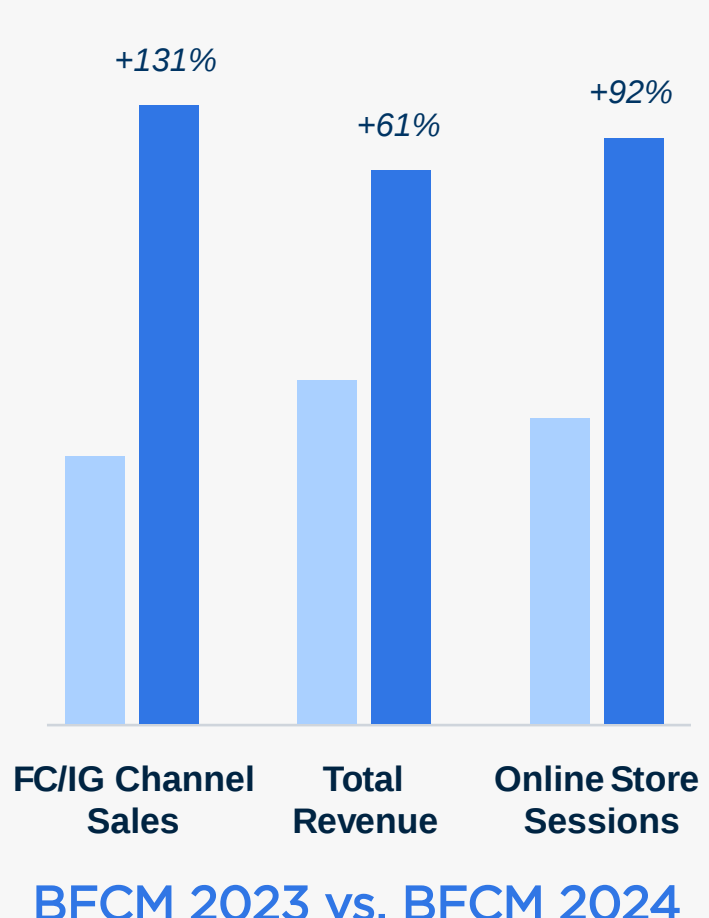
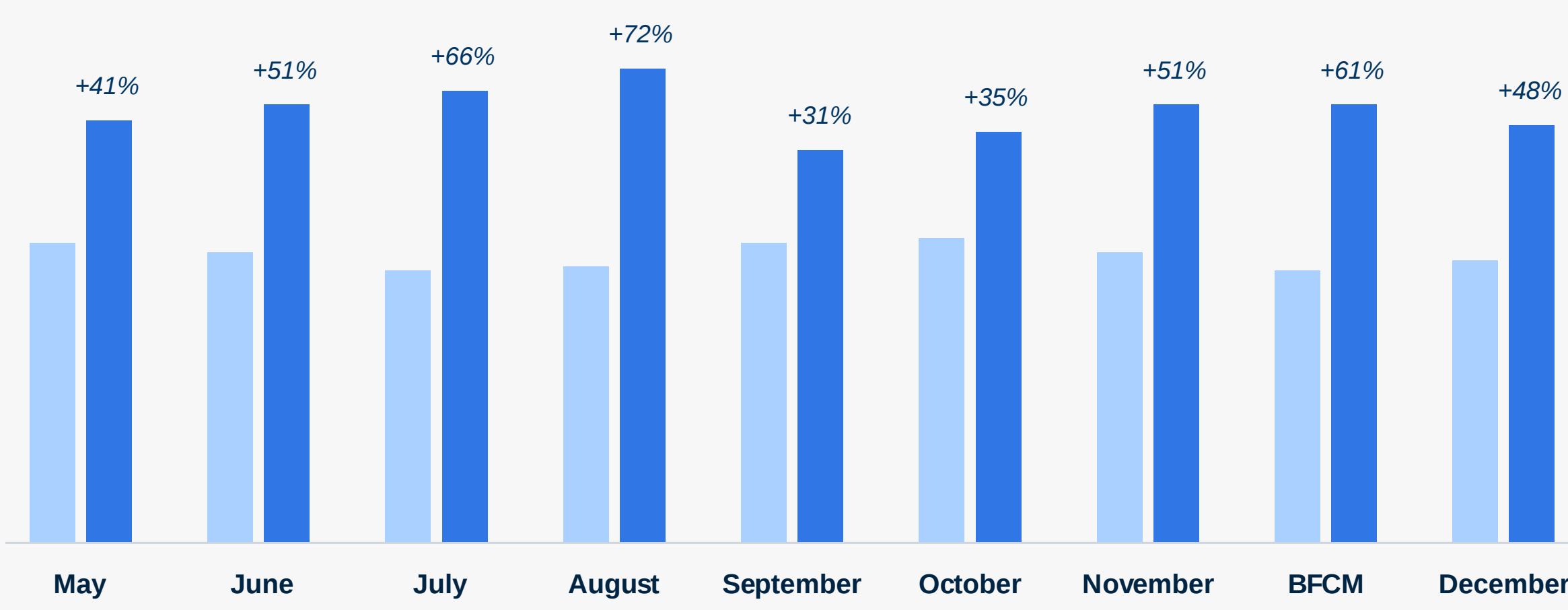
### Reporting & Attribution

Utilized advanced analytics to provide actionable insights on ad performance ensuring campaigns met or exceeded account targets. Shifted to a 7-day click attribution model, enabling precise, data-backed campaign optimization and significantly increasing impact on sitewide sales.



## RESULTS

Needlepoint achieved consistent year-over-year growth, with measurable improvements in campaign performance and return on ad spend (ROAS), in addition to significant sitewide growth. Creative efforts played a key role, as ads featuring user-generated content (UGC) and dynamic visuals resonated strongly with audiences, driving higher engagement rates. Additionally, the early success of Pinterest BETA campaigns opened new opportunities for customer acquisition, diversifying Needlepoint's advertising platforms and expanding its reach.



## IMPACT

Needlepoint has transformed its entire approach to advertising, creating a scalable and structured account that drove paid social success and generated a halo effect across its overall marketing efforts. In the last year, Needlepoint has doubled down on social with the launch of Pinterest Advertising under LP's guidance. Due in part to this success, Needlepoint has been able to focus on its craft, evidenced by an array of new product launches under LP's tutelage.

### Tips For Achieving Similar Results

- Align your ad-set attribution windows toward click-based attribution.
- Test diverse ad formats to understand what resonates most with your audience.
- Identify secondary platforms to uncover untapped potential.
- Balance acquisition, engagement, and retention to drive long-term full-funnel growth.

Is your business ready to find the needle in the marketing haystack? Contact Logical Position today, and our team of experts will help you sew a winning strategy.

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