

Andie 437

LEFT ON FRIDAY

MONDAY
SWIMWEAR

Q3 2022

Advertising Channel Scan™

Top Digital Advertising Channels For Swimwear Brands in Q3 2022

PAID CHANNELS

PAID SEARCH

FACEBOOK

INSTAGRAM

TIKTOK

Key Takeaways

The brands in the competitive set invested \$645K to run digital ads during the high summer season (May – July) of 2022, which is 41% more than during the same period last year (\$456K).

Channel Identification

- Brands allocated 54% of their total ad budget to Paid Search ads and 28% to Facebook.
- In 2022, brands in the competitive set increased investment in video ads — \$76K was invested in TikTok, \$18K in YouTube, and \$10K in OTT (over-the-top videos). The companies didn't run ads on any of these platforms in 2021.
- Display ads saw the lowest CPM at \$2.8.

Advertising Trends

- Almost all advertising channels (excl. Facebook and Instagram) already received more investment in the first seven months of 2022 than during all twelve months of 2021.
- Peak season months (May – July) saw a +41% increase in digital ad spend.

Ad Creatives

- 79% of all Facebook budget was invested in link ads.
- The brands primarily highlight the inclusive fit of their pieces, promote the pieces that are back in stock and offer free bikini promotions with swimsuit purchases.
- Andie Swim is the only brand that runs Display and OTT (over-the-top) video ads.

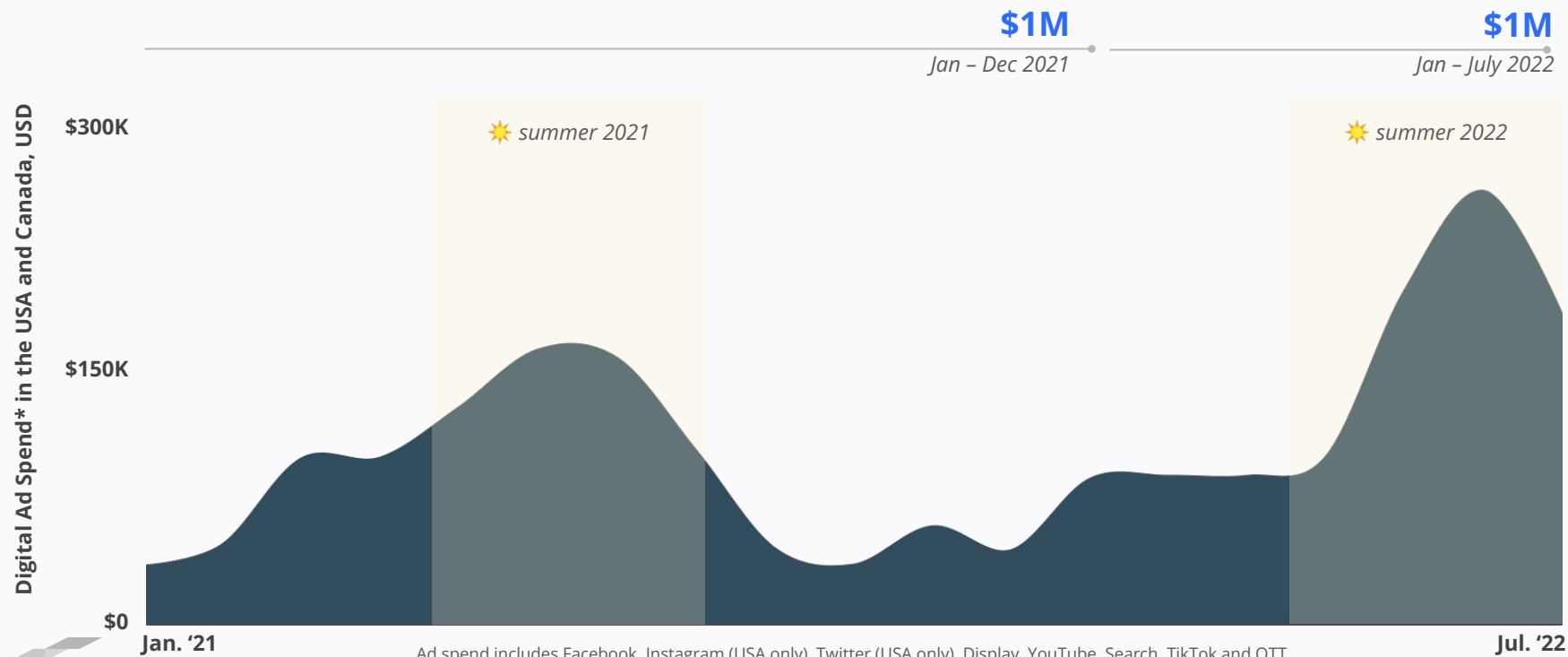
The following companies were included in the competitive set for this analysis:

Andie 437

LEFT ON FRIDAY

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SWIMWEAR**

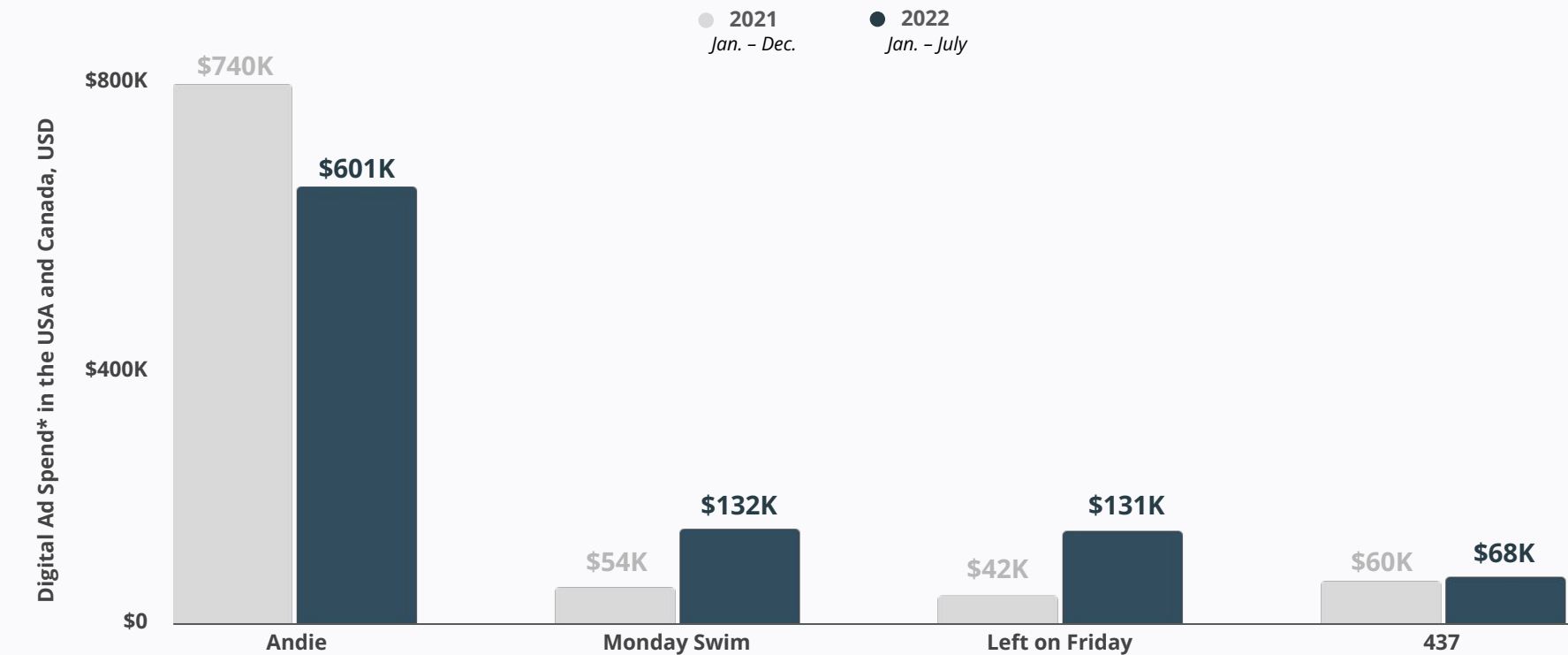
During the seven months of 2022 (January – July), the competitive set spent the same amount of digital advertising dollars as during the whole of 2021 (January – December). Looking into the high summer seasons (May – July), the brands in the competitive set invested \$645K in 2022, which is **+41%** more than during the same period last year (\$456K).



Ad spend includes Facebook, Instagram (USA only), Twitter (USA only), Display, YouTube, Search, TikTok and OTT.
Spend is a directional approximation and does not include retargeting, or behavioural targeting.

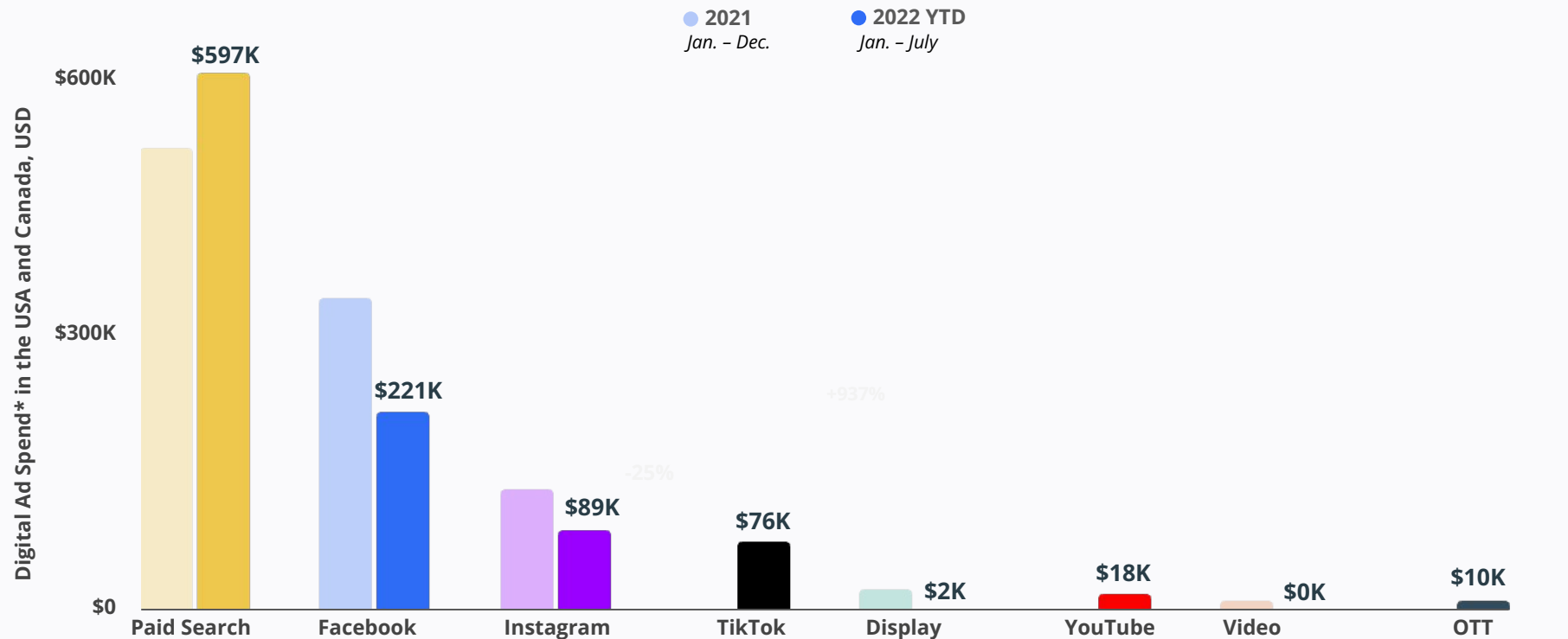
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Andie (\$1.3M) invested the most advertising dollars in digital advertising amongst the competitive set. All brands except for Andie invested more into digital ads in 2022 YTD (Jan – July). Monday Swim and Left on Friday saw spend increases of +144% and +210% respectively.



Ad spend includes Facebook, Instagram (USA only), Twitter (USA only), Display, YouTube Search, TikTok and OTT.
Spend is a directional approximation and does not include retargeting, or behavioural targeting.

In 2022, brands in the competitive set increased investment in video ads — \$76K was invested in TikTok, \$18K in YouTube, and \$10K in OTT (over-the-top videos). The companies didn't run ads on any of these platforms in 2021. At the same time, Paid Search spending increased by +16%, while Facebook and Instagram decreased by -36% and -35% respectively.



*Ad spend includes Facebook, Instagram (USA only), Twitter (USA only), Display, YouTube, Search, TikTok and ORR
Spend is a directional approximation and does not include retargeting, or behavioural targeting.

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437

LEFT ON FRIDAY

Andie

MONDAY
SWIMWEAR

Channel

Budget

<div></div> Paid Search	\$1.1M (54%)
<div></div> Facebook	\$568K (28%)
<div></div> Instagram	\$224K (11%)
<div></div> TikTok	\$76K (4%)
<div></div> Display	\$24K (1%)
<div></div> YouTube	\$18K (1%)
<div></div> Desktop Video	\$11K (1%)
<div></div> OTT	\$10K (0%)

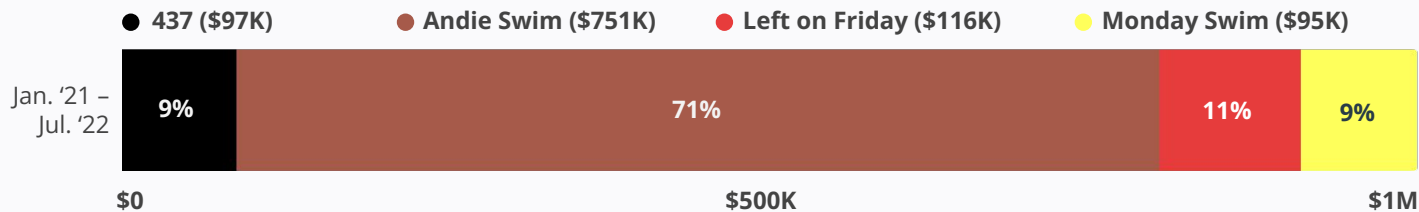
From January 2021 to July 2022, the competitive set invested **\$2M** into digital advertising. **Paid Search** and **Facebook** saw the highest spending of **\$1.1M** and **\$568K** respectively, followed by Instagram (\$224K).

Ad spend includes Facebook, Instagram (USA only), Twitter (USA only), Display, YouTube, Search, TikTok and OTT
Spend is a directional approximation and does not include retargeting, or behavioural targeting.

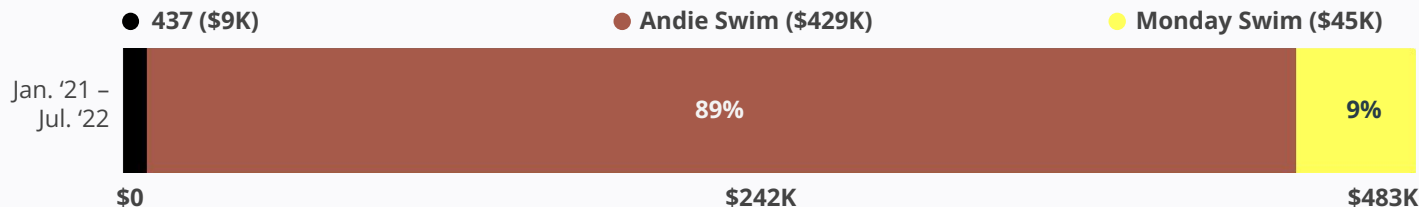
All brands in the competitive set invested in Paid Search advertising. Andie Swim is the only brand that ran ads on all three platforms (Paid Search, Facebook, and Instagram) and spent the most advertising dollars on each.



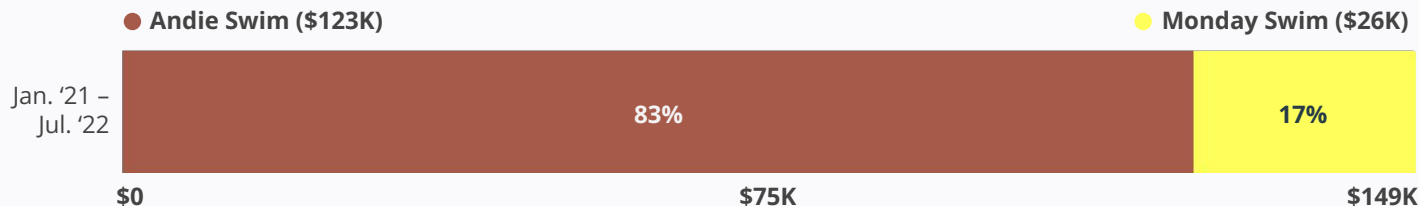
Paid Search



Avg. CMP \$7.5



Avg. CMP \$8.7



Spend is a directional approximation and does not include retargeting, or behavioural targeting.

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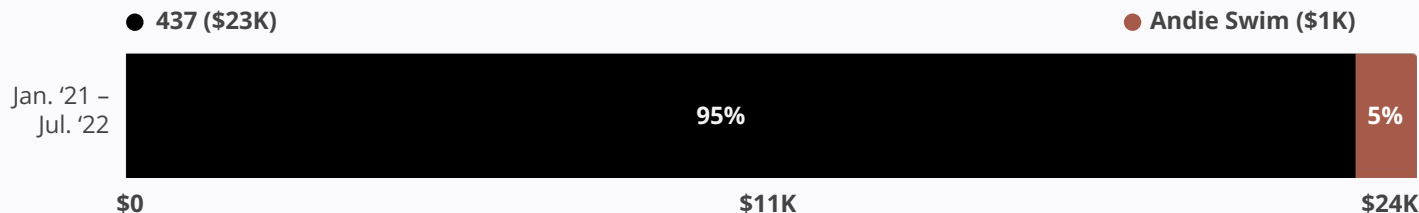
Up to July 2022, only two brands ventured into TikTok, **Left on Friday** invested **\$57K** in this platform, and **Monday Swim** spend **\$19K**. 437 and Andie Swim ran display ads, while Andie Swim also invested \$16K in YouTube ads.



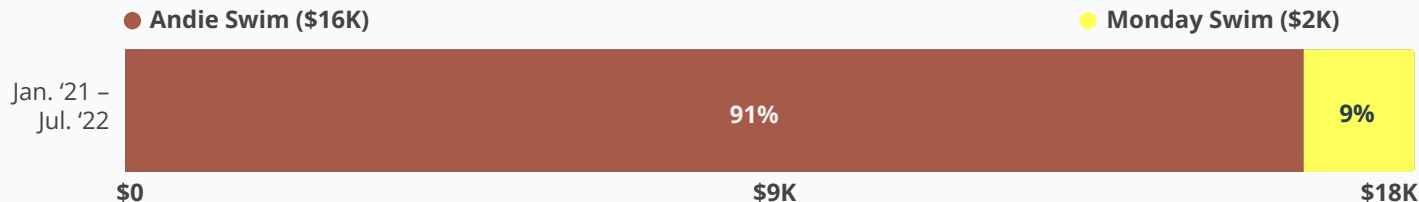
Avg. CPM **\$10.1**



Display Ads
Avg. CMP **\$2.8**



Avg. CMP **\$16**



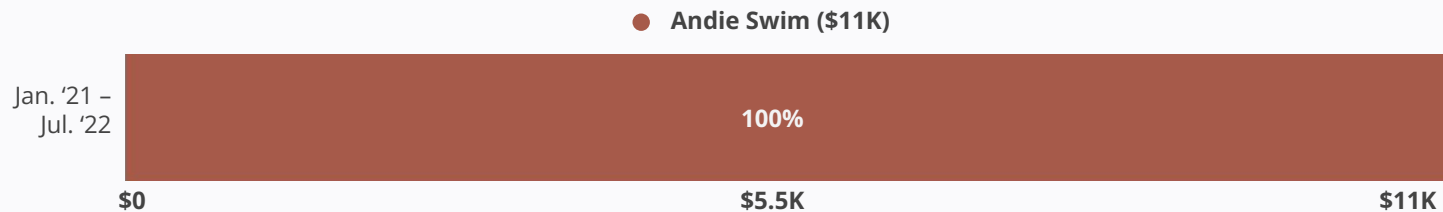
Spend is a directional approximation and does not include retargeting, or behavioural targeting.

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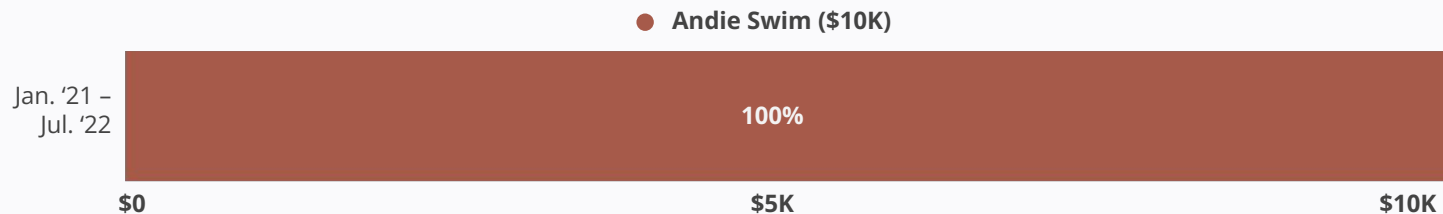
Andie Swim is the only brand that invested in both Video Display Ads and OTT (over-the-top videos).



Video Ads
Avg. CMP \$6



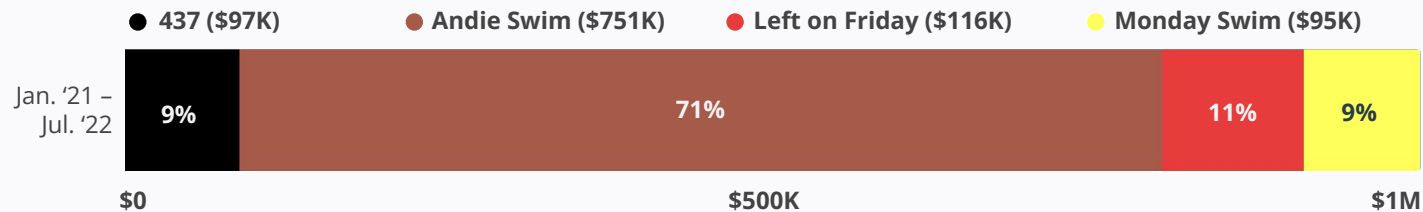
OTT
Avg. CMP \$30



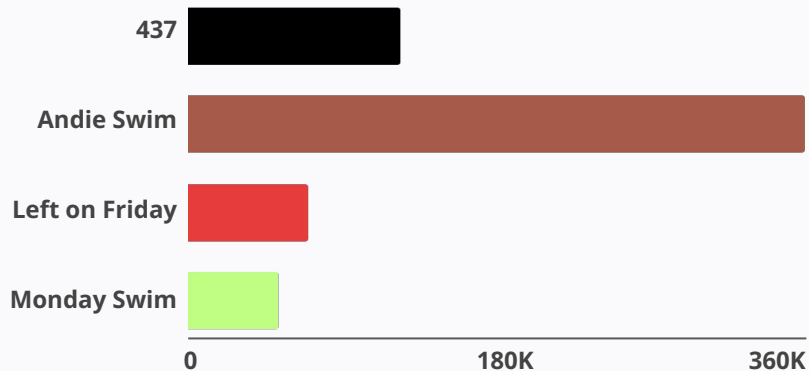
Spend is a directional approximation and does not include retargeting, or behavioural targeting.

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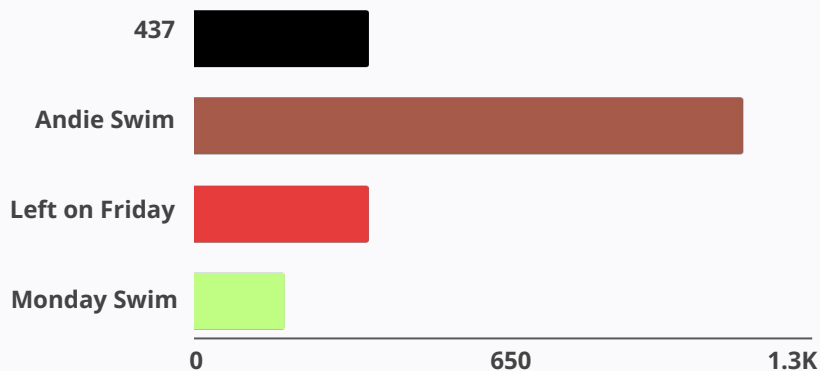
Andie Swim spent the most advertising dollars on **Paid Search** in the competitive set (\$751K), followed by Left on Friday (\$116K), 437 (\$97K), and Monday Swim (\$95K).



Number of Paid Keywords by Brand (Jan. 21 – Jul. 22)



Estimated Search Traffic by Brand (Jan. 21 – Jul. 22)



Spend is a directional approximation and does not include retargeting, or behavioural targeting.

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Andie Swim targeted 1K different keywords which resulted in 360K website visits. The brand used only one keyword per ad, where two of the top three keywords were branded ones — “Andie swim”. Other tactics include: focusing on fit (“first class fit experts to find your perfect fit”), customer reviews (“1000+ 5-star reviews”), and inclusivity (“XS – XXXL”, “Sizes 0-26”).



Paid Search Ads

Ad • <https://www.andieswim.com/>

[Andie: Swimwear for Women – Andie – Official Site](#)

We offer first class fit experts to help you find your perfect fit. Shop sizes XS – XXXL. Swimsuit shopping doesn't have to be a headache. Introducing Andie: we make fit happen. 1000+ 5-Star Reviews. Eco-friendly Fashion. Stock Up, Try from Home. Sizes 0-26.

Ad • <https://www.andieswim.com>

[Andie: Swimwear for Women – Made with Every Woman in Mind](#)

We offer first class fit experts to help you find your perfect fit. Shop sizes XS – XXXL. Swimsuit shopping doesn't have to be a headache. Introducing Andie: we make fit happen.

Ad • <https://www.andieswim.com>

[Andie: Swimwear for Women – Made with Every Woman in Mind](#)

We strive to take care of our planet, the waters we swim in and for all its inhabitants.

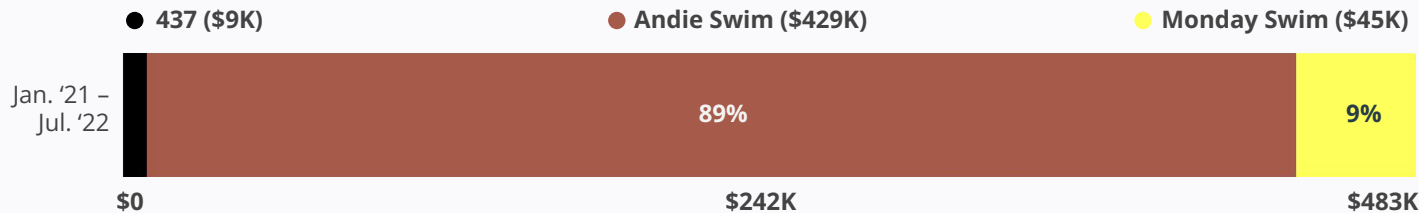
Keywords

Andie swim

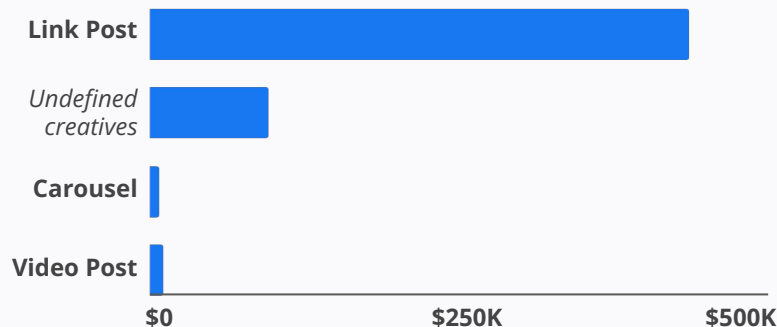
Andie swim

Swimsuits for all

From May 2021 to April 2022, **Facebook** saw a total spend of **\$483K** and an average CPM of **\$7.5** across the competitive set. **Andie Swim** saw the highest investment at **\$429K**, which is 89% of the total competitive set spend. The brands primarily ran link posts (79%), targeting such metropolitan areas as Charlotte (7%), St. Louis (7%), and Washington, DC (7%).



Top Facebook Ad Formats (Jan. 21 – Jul. 22)



Top Five Facebook Metro Targets (Jan. 21 – Jul. 22)

Metro	Share %
Charlotte	7%
St. Louis	7%
Washington, DC	7%
Los Angeles	6%
Grand Rapids	5%

based on Andie Swim targeting

All top three Facebook ads were by Andie and advertised back-in-stock pieces. The copy aimed to ignite the sense of urgency saying that “they won’t last long”, and to “act fast”. The copy highlights the perfect fit — “coverage, compression, and support exactly where you want it”.



Andie May 6 at 4:13 AM · 🌐

The Malibu is BACK.
Bound to sell out (again), so act fast!



ANDIESWIM.COM
You asked, we restocked.
Our most versatile suit yet - the Malibu ha...


SHOP NOW

Spend: **\$33K** | Impressions: **5M**
CPM: **\$7.0**

[Click to view](#)

Andie January 12 at 8:07 AM · 🌐

🔥 Back In Stock! 🔥
"The Little Black Dress of Swimwear" - Glamour
Our classic one-piece always sells out fast. We JUST received a fresh shipment, but they won't last long. Snag the Amalfi before she's gone!



ANDIESWIM.COM
The Perfect Suit: Back in Stock! 🔥

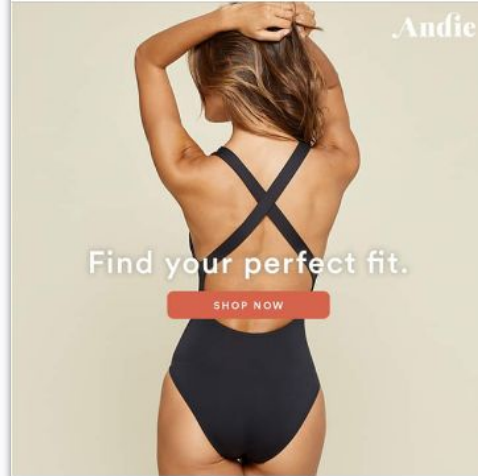
SHOP NOW

Spend: **\$19K** | Impressions: **2M**
CPM: **\$8.8**

[Click to view](#)

Andie January 12 at 8:08 AM · 🌐

Coverage, compression, and support exactly where you want it.



Find your perfect fit.

SHOP NOW

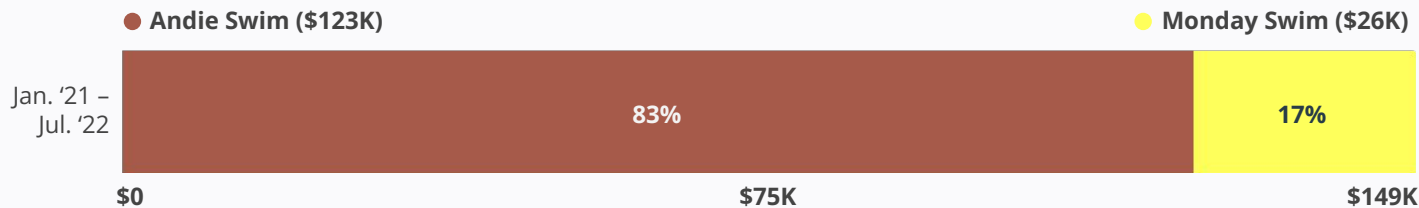
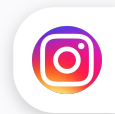
ANDIESWIM.COM
The Perfect Suit: Back in Stock! 🔥
We all want our Baywatch moment. If you'r...

SHOP NOW

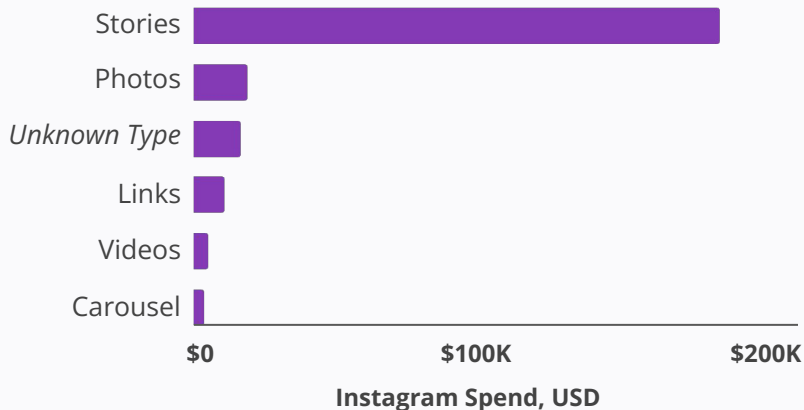
Spend: **\$18K** | Impressions: **2M**
CPM: **\$9.6**

[Click to view](#)

Andie Swim invested **\$123K** in **Instagram** ads, which is 83% of the total competitive set spend. The brands in the competitive set mainly ran Story ads (77%), targeting mostly Dallas (9%) and New York City (9%).



Instagram Ad Devices (Jan. 21 – Jul. 22)

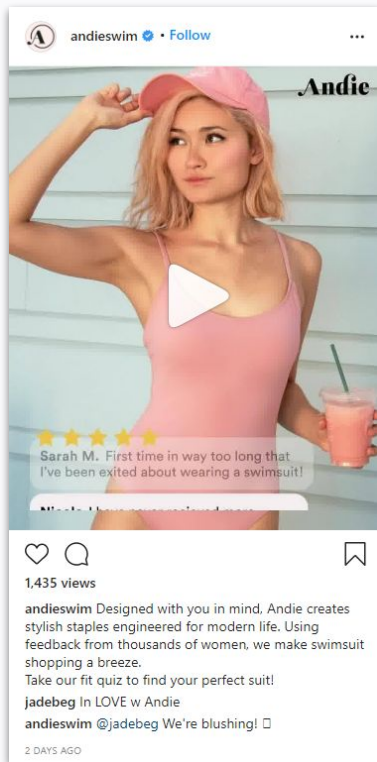


Top Five Instagram Metro Targets (Jan. 21 – Jul. 22)

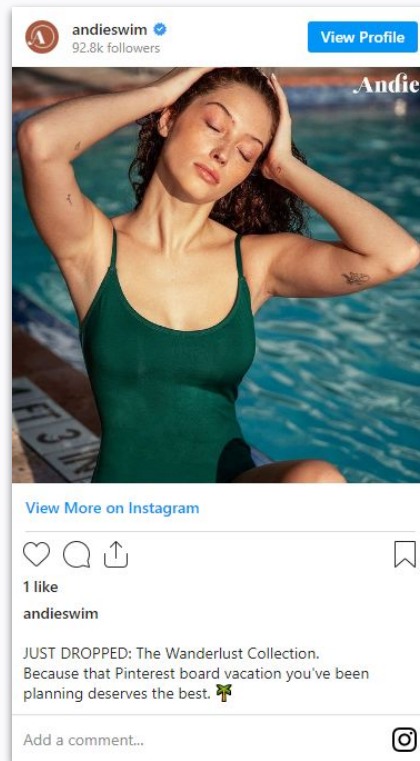
Metro	Share %
Dallas	9%
New York City	9%
Washington, DC	8%
Austin	7%
San Francisco	6%

based on Andie Swim targeting

Instagram ads had an **average CMP of \$8.7**. The top [video ad](#) by Andie featured positive customer reviews, providing social proof. Additionally this [ad](#) promoted its Wanderlust collection drop.

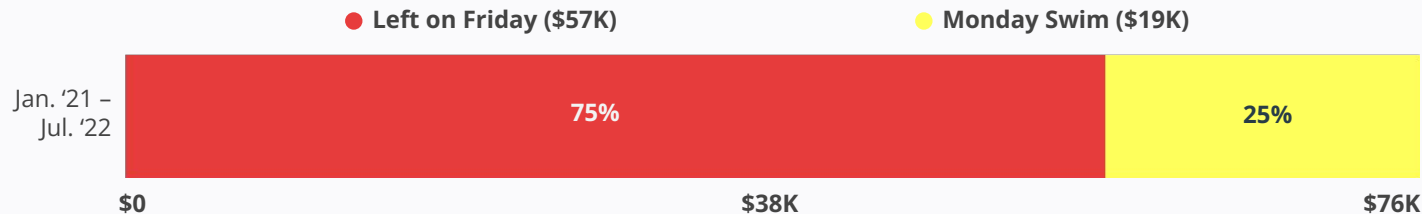
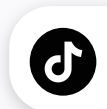


Spend: **\$4K** | Impressions: **409K**
CPM: **\$9.7**
[Click to view](#)



Spend: **\$3K** | Impressions: **354K**
CPM: **\$8.4**
[Click to view](#)

Left on Friday and **Monday Swim** are the only two companies in the competitive set that run ads on TikTok. Both brands ventured in this platform only in 2022. Left on Friday invested \$57K into TikTok between January and July 2022, and Monday Swim spent \$19K on this platform.



Top Five TikTok Metro Targets (May. '21 - Apr. '22)

Metro	Share %
Dallas	9%
Portland	9%
San Diego	7%
Boston	5%
Cleveland	5%

based on Left on Friday targeting

Spend is a directional approximation and does not include retargeting, or behavioural targeting.

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LEFT ON FRIDAY

**"The tan lines you want. The Pool Days
Top and Hi Tide Bottom in Tan Lines.
#leftonfriday #swim #swimfashion"**

Spend: **\$23K** Impressions: **507K** CPM: **\$10**

MONDAY
SWIMWEAR

**"Just flew in for the Summer. Introducing
Powder Blue Shimmer, available now at
mondayswimwear.com"**

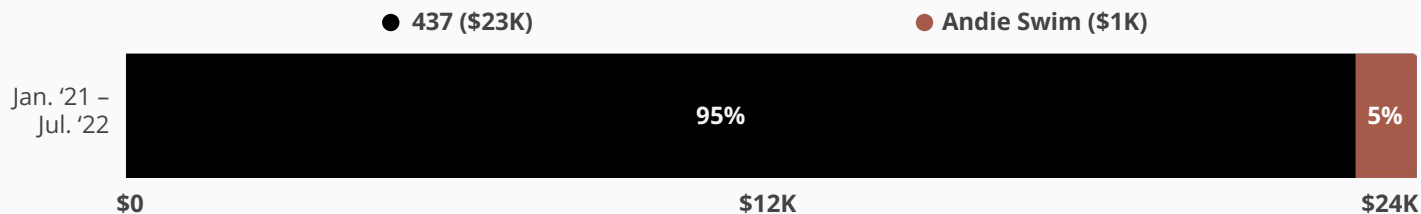
Spend: **\$16K** Impressions: **507K** CPM: **\$10**

Left on Friday invested 40% of its TikTok ad budget to grab users' attention with the ad promoting perfect tan lines.

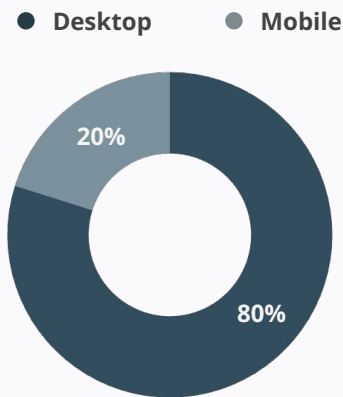
Monday Swimwear invested 87% of its budget to introduce a new Power Blue Shimmer color.



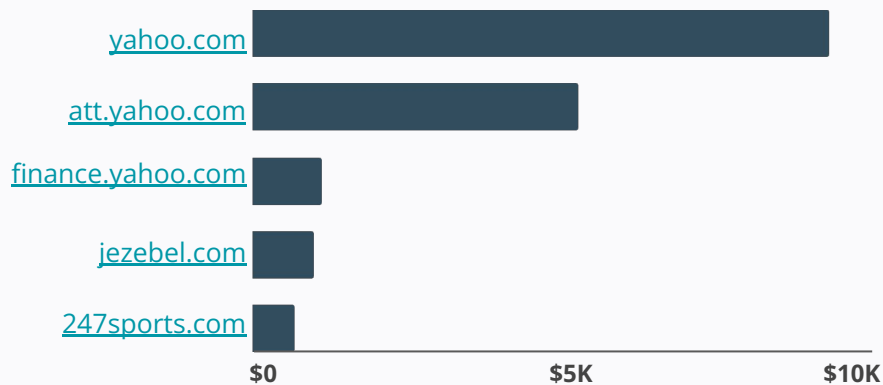
437 invested **\$23K** to run Display Ads, which is **95%** of the total competitive set spent between January 2021 and July 2022.



Display Ad Devices (Jan. 21 – Jul. 22)



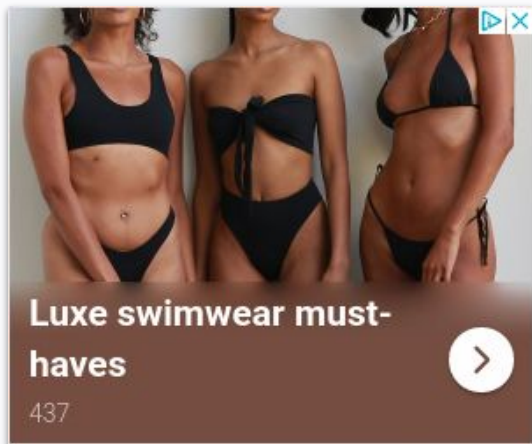
Top Five Display Publishers (Jan. 21 – Jul. 22)



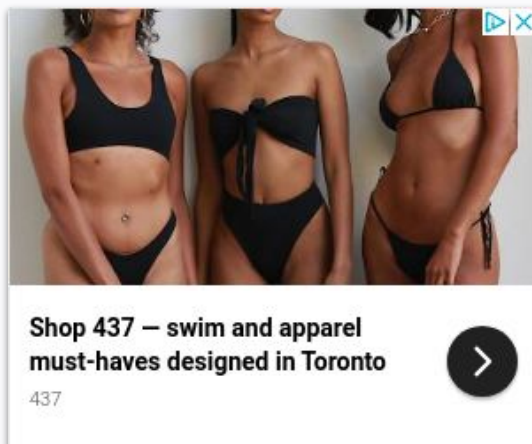
Display Ad Spend, USD

Spend is a directional approximation and does not include retargeting, or behavioural targeting.

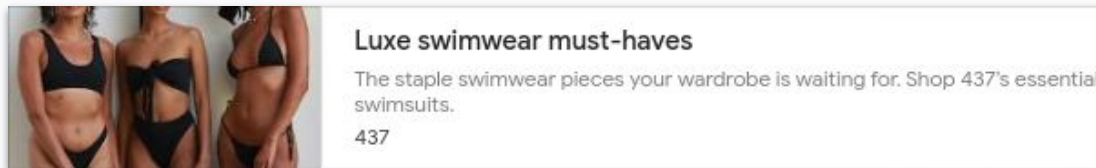
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Spend: **\$4.9K** | Impressions: **1.7M** CPM: **\$2.9**



Spend: **\$2.1K** | Impressions: **856K** CPM: **\$2.5**



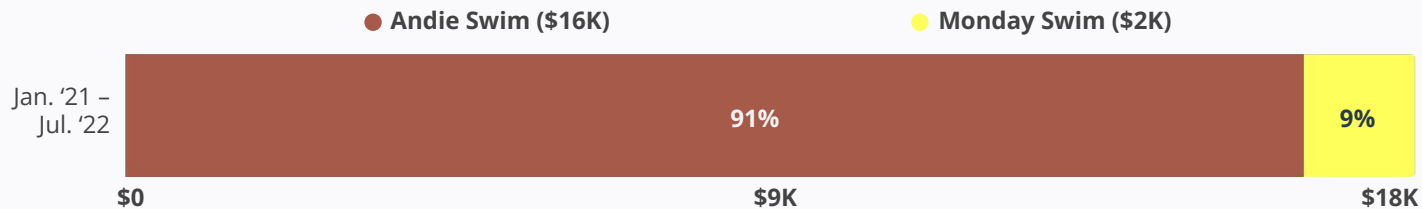
Spend: **\$2.4K** | Impressions: **1M** | CPM: **\$2.3**

The brands primarily ran display ads on **desktop devices** (80%), investing 65% of the total display ad budget on yahoo-based websites (yahoo.com — 38%, att.yahoo.com — 22%, and finance.yahoo.com — 5%).

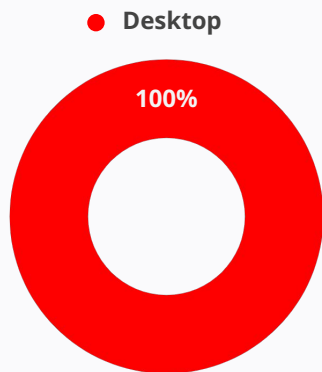
437 ran display banners leveraging the same visual and communicating that these are luxe must-have pieces.



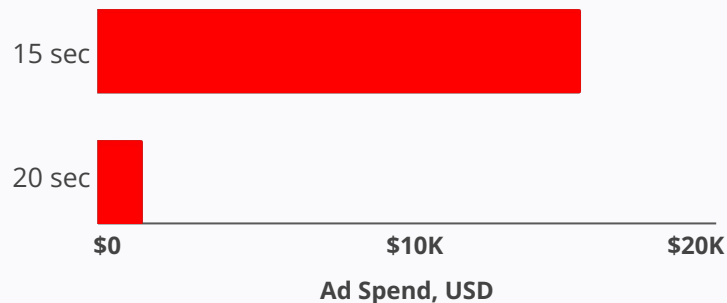
Andie Swim invested **\$16K** between January 2021 and July 2022 in YouTube ads, which is 91% of the total competitive set spend.



YouTube Ad Devices (Jan. 21 – Jul. 22)



YouTube Ad Duration (Jan. 21 – Jul. 22)



Andie and Monday Swim saw an average **YouTube CPM of \$16.0** and distributed all ads on desktop devices. 91% of the YouTube video ads were **15-seconds long**.



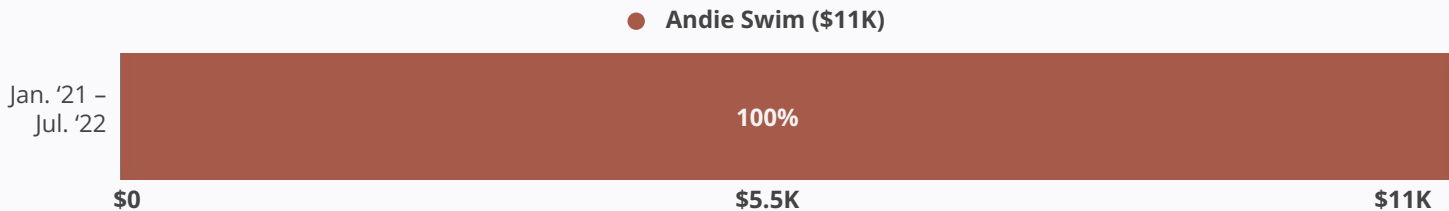
Andie invested \$16K to highlight the perfect fit of their swimsuits that fit and support any body type in the top and bottom.



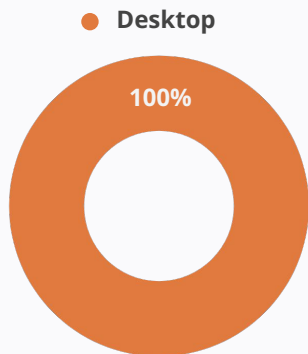
Spend: **\$16K** | Impressions: **897K** | CPM: **\$18**

[Click to watch](#)

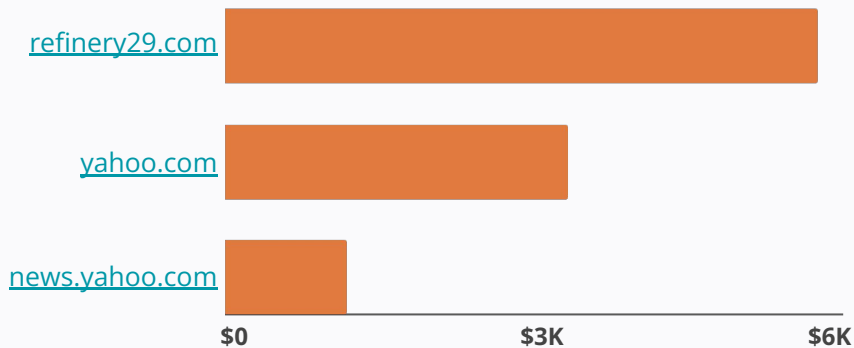
Andie Swim invested **\$11K** between January 2021 and July 2022 to run video display ads. 100% of the spending was targeted to desktop devices, with 56% focused on refinery29.com.



Video Ad Devices (Jan. 21 – Jul. 22)



Top Five Display Publishers (Jan. 21 – Jul. 22)

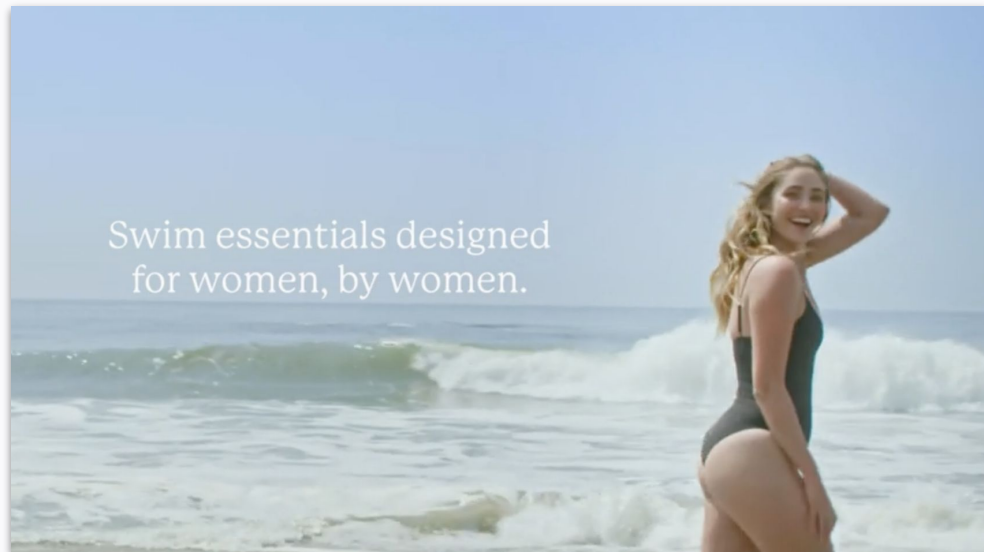


Video Ad Spend, USD

Spend is a directional approximation and does not include retargeting, or behavioural targeting.

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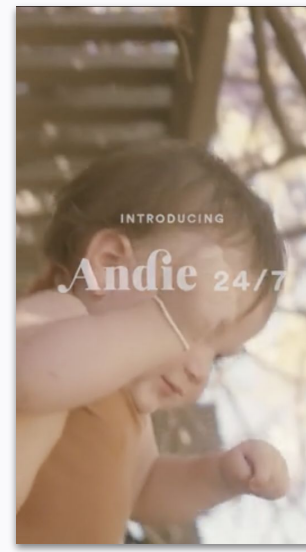
Desktop videos saw an average **CPM of \$6**. The top video ad (\$6K spend) was a beach story highlighting that Andie was designed for women by women and the brand understands how the pieces should fit and support different bodies. Two other videos introduced [Andie 24/7](#), the new intimacy line.



Spend: **\$6K** | Impressions: **156K** | CPM: **\$38**
[Click to watch](#)



Spend: **\$3K** | Impressions: **1M**
CPM: **\$3**
[Click to watch](#)



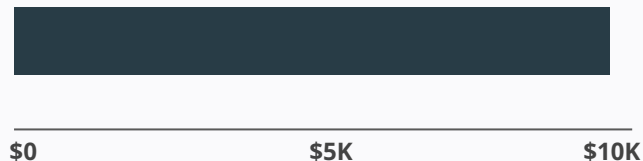
Spend: **\$2K** | Impressions: **472K**
CPM: **\$3.3**
[Click to watch](#)

Andie Swim also invested **\$10K** between January 2021 and July 2022 to over-the-top videos on [Hulu](#). It's the only brand in the competitive set that leverages this advertising channel.



Top OTT Publisher (Jan. 21 – Jul. 22)

[hulu.com](#)



Video Ad Spend, USD

Spend is a directional approximation and does not include retargeting, or behavioural targeting.

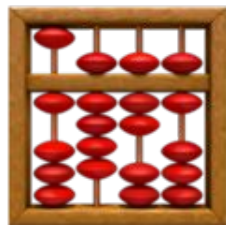
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Andie used the same video ad the brand also leveraged in YouTube ads, where it focused on communicating the perfect fit of its pieces.



Spend: **\$10K** | Impressions: **324K** | CPM: **\$30**

[Click to watch](#)



Methodology & Data

Things to know when reading this report

Data Collection Methodology

5 Categories of Digital Metrics

Are used to track the performance & tactics of principle brands in the industry vertical, as well as the attention of that industry's online audience per relevant time frames (MoM, QoQ, YoY).

Data is collected via our principle data partners, a variety of additional tools, and our own manual observation techniques.

Digital Advertising

Major Paid Social Platforms

(Facebook, Instagram, Twitter, YouTube, Reddit)

Ad spend by channel, Impressions, Active creatives, Spend by creative, CPM, Top performing CTAs, Top performing creatives, Top performing creative themes, Targeting (Gender, age, geo — Facebook only), Landing pages, Split tests, UTM parameters.

Paid Search

Traffic from paid search, Ad Spend, Top performing CTAs, Top performing copy, Keywords & phrases targeted, Landing pages, Split tests, UTM parameters.

Display & Native

Traffic from display, Impressions, Ad Spend, CPM, Top performing CTAs, Top performing copy, website placements, Landing pages, Split tests, UTM parameters,

All Channels + Emerging Social Platforms (Pinterest, TikTok)

Retargeting tactics, Funnel tactics, Active creatives, Active CTAs & Messaging, Active creative themes.

Social, Content, & Messaging

Platforms Covered: Facebook, Instagram, YouTube, Twitter, Twitch, Reddit, Pinterest, Snapchat, TikTok.

Brand-Specific Metrics

Traffic driven via social platforms, Post cadence, Following size, # of contests run, Engagement rate, Video viewership.

Audience-Specific Metrics

Video views, Engagement rate, & relative search volume by topic, theme, and format; Same-day social sessions on brand site + social platform (to determine audience attention), App user overlap.

Email

List size, Inbox %, Spam %, Open Rate, Top performing subject lines, Top performing email content (creative & copy), Segmentation %, Subscriber journey mapping.

Site, Search, & eCommerce

General Site Data Points

Traffic volume, Traffic by source channel, Traffic % by device, Avg. session duration, bounce rate, top & growing pages / subdomains by traffic, visitor geo, visitor demographics, referral sources, website technologies implemented, UX & lead capture.

Search

Keyword rankings, paid vs. organic keywords, branded vs. non-branded keywords, backlink profile, domain authority.

eCommerce

URL taxonomy, PDP features, Checkout features, Cart features, upsells & cross-sells, visual merchandising, reviews, lead capture.

Apps

Google Play Store & iOS

Downloads, Active Users,, Rating, Category Rank,

Google Play only

Avg. Session Duration, Retention, Demographics, Audience Interests, App audience overlap

Principle Data Partners





Things To Know About Marketing Intelligence Data

Metrics from marketing intelligence tools will never exactly match 'internal' tools

We typically expect metrics from marketing intelligence tools to vary by 5-25% compared to internal measurement tools like Google Analytics, Advertising Accounts, and so on. It all varies from tool to tool because each tool collects data differently. Sometimes metrics match bang on, other times there's a significant spread. The most common reason for variations is how different tools handle bot traffic. For this reason, we don't base our analyses too heavily on *absolute* figures, but rather focus on *relative* figures and trends over time.

Relationships between brands tend to be very reliable

We can see how 'big' or 'small' brands' metrics are in comparison to each other really accurately. For example, that Red Bull's website traffic is 4x higher than Monster Energy. Or that Loblaw's ad spend in Canada is 10x more than Safeway's. We've verified this with multiple past clients whose 'internal' data we had access to. Knowing accurately the relationship between brands is more strategically important than matching exact figures.

Trendlines over time tend to be very reliable

We can see how metrics are changing *over time* quite accurately. For example, that Canadian Tire's web traffic increased by 20% in Q2 and 40% in Q3. We've verified this with multiple past clients whose 'internal' data we had access to. Knowing accurately how things trend over time is more strategically important than matching exact figures.

WHAT brands are doing is the easiest thing to observe

This is the most important point. Once we measure *how much* a brand's metrics are changing over time, we hone in on the biggest shifts and can see *the actions* that brand is taking to move those metrics. We can see the exact ads that brands run on all major platforms, how all their social posts are performing, where their traffic is coming from, what technologies and conversion strategies they're using on their sites, what emails they are sending, to what segment of their list, and how often, etc. This is the best source to identify the causation of changes to the metrics.

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