

DROVE SIGNIFICANT REVENUE GROWTH AT A POSITIVE RETURN WHILE GROWING NEW CUSTOMERS 84%

Business Challenges

- Grow new customer acquisition in niche online retail space while maintaining positive return
- Profitable growth and expansion
- Spending efficiently across multiple channels

(un)Common Approach to PPC

- Dedicated strategies & campaigns for new vs. returning users – New customer revenue grew 124%
- Optimized toward top-revenue driving channels
- Programmatic & Social expansion/testing to drive retention and acquisition focused goals
- Surpassed quarterly revenue goal by 20%

(un)Common Results



Q3 Overall Orders & Revenue

