

DROVE SIGNIFICANT REVENUE GROWTH WHILE MAINTAINING A POSITIVE RETURN

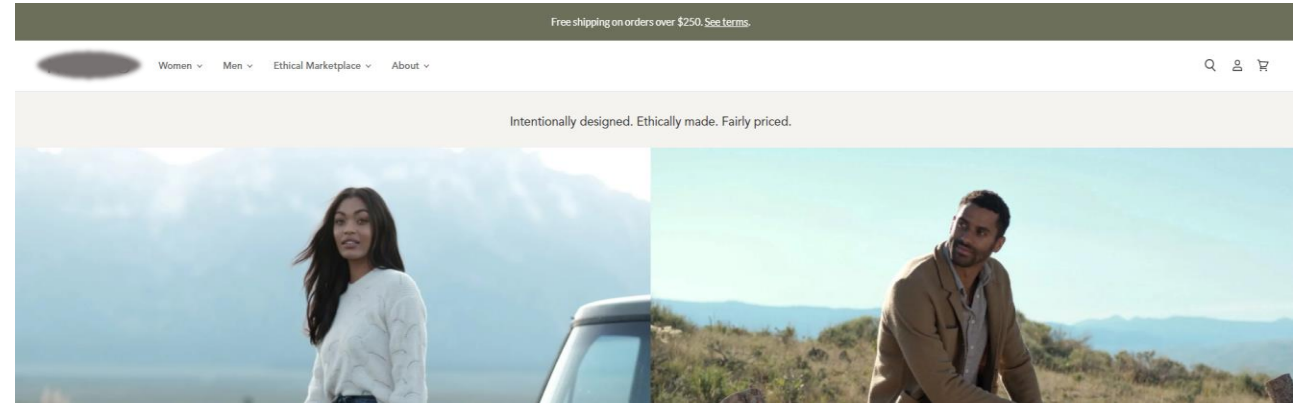
Business Challenges

- 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

- Restructured campaigns to optimize towards new vs. returning users
- Optimized performance toward top-return driving areas
- Channel expansion/testing to drive retention and acquisition focused goals

(un)Common Results



Q3 Spend & Revenue YoY

