

# INCREASED FOLLOWERS MORE THAN 5X IN THE FIRST 6 MONTHS OF THE ENGAGEMENT

## Business Challenges

- Niche market – category creation
- Lack of historical data and user insight

## (un)Common Approach to PPC

- Frequent creative and audience testing
- Highly segmented audience structure
  - Combination of high reach and high intent users
- Customized messaging based on audience

## (un)Common Results



## Followers Month Over Month

