

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

