



UNISEX BEAUTY BRAND

DTC Acquisition and Wholesale Top of Funnel

Campaign Goals

- High LTV Customer Acquisition
- Top of Funnel Awareness

SOLUTION DESIGN

Objective: Balanced acquisition marketing to support DTC, Wholesale and affiliate channels

Audience 1:

High LTV for Women's Products

Audience 2:

High LTV for Men's Products

Audience 3:

Top of Funnel Brand Awareness

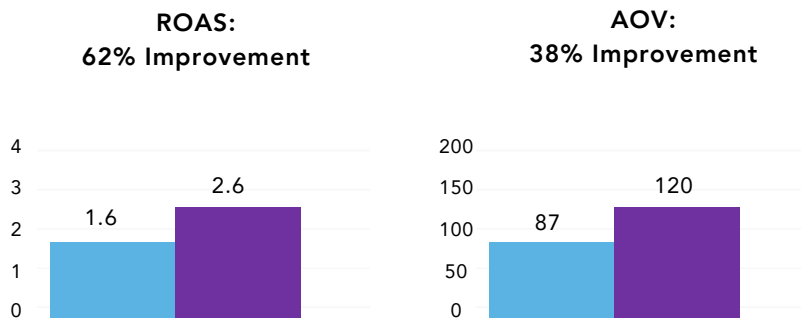
Delivery: Directly to media agency
Meta Ads Manager account

Project Timeline: 60 Days

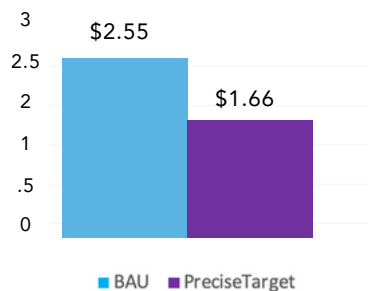
BRAND ATTRIBUTES

- \$300 Million Boutique Beauty Brand
- 30% DTC and 70% Wholesale
- Substantial Affiliate Network
- Emerging as Leading Male-focused Brand

DTC RESULTS



Top of Funnel Link Clicks 35% Improvement



CAMPAIGN RESULTS - LONG TAIL

- 50% Higher Repurchase Rates
- 20% Improvement in Affiliate Lead Flow