

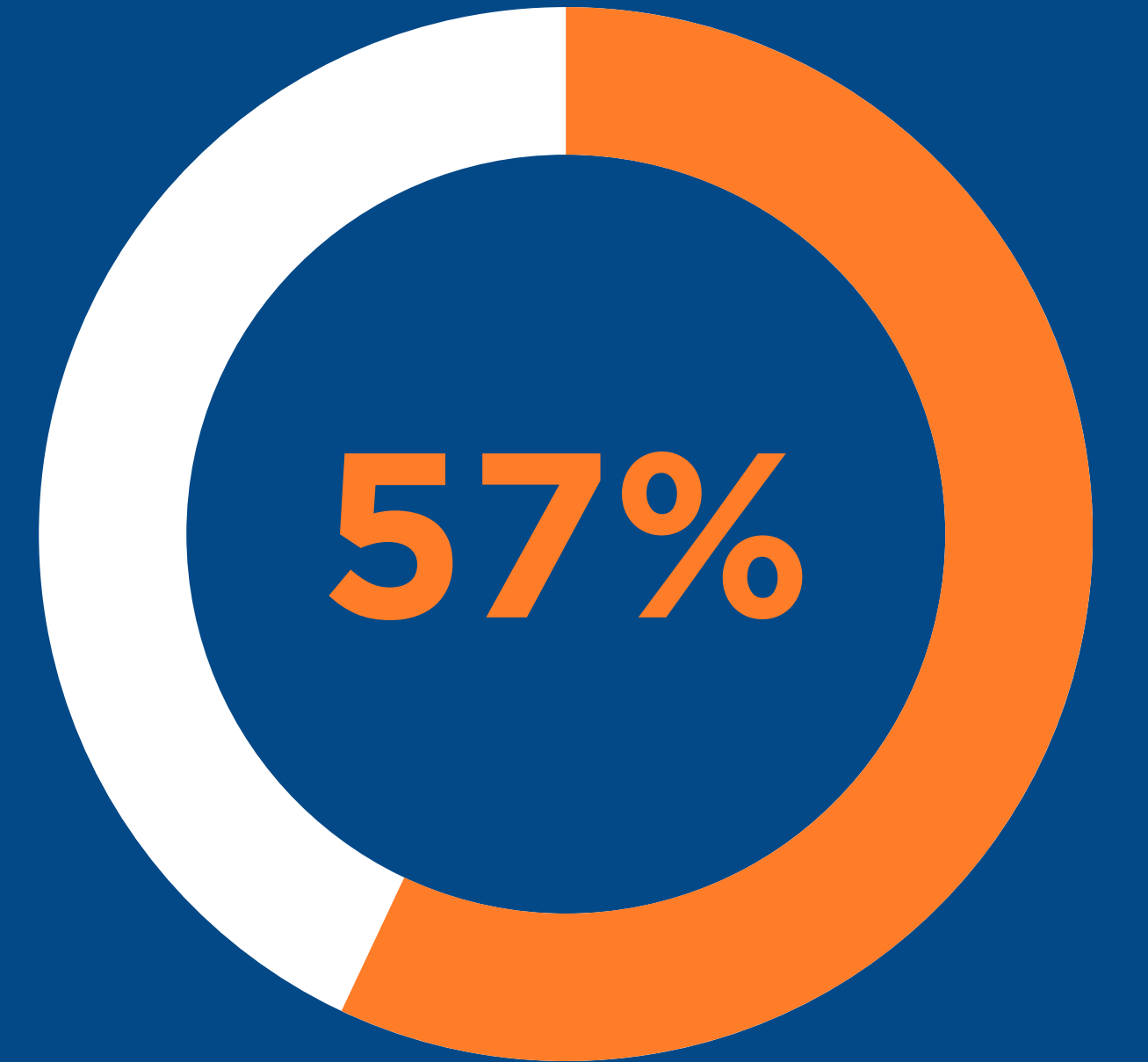


Athletic Brand Case Study

**WE INCREASED
REVENUE BY 58%
FROM \$3.07M TO
\$4.85M WHILE ALSO
INCREASING THEIR
ROAS BY 15%**



YEAR-OVER-YEAR GROWTH OF CORE METRICS



TOTAL REVENUE GROWTH



\$1000,000

\$800,000

\$600,000

\$400,000

\$200,000

\$0,000

Jan 2023

Feb

Mar

Apr

May

June

July

August

September

October

November

December

Jan 2024

Feb

Mar

Apr

May

June

July

August

September

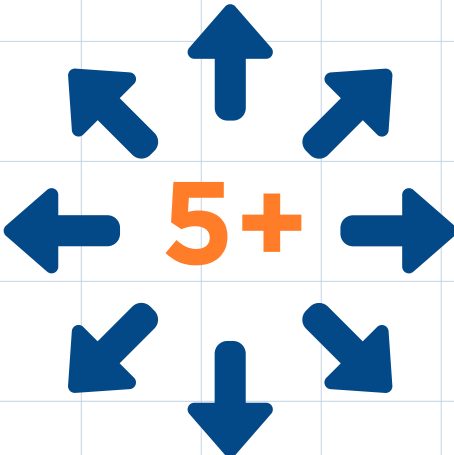
October

November

December



How we did it



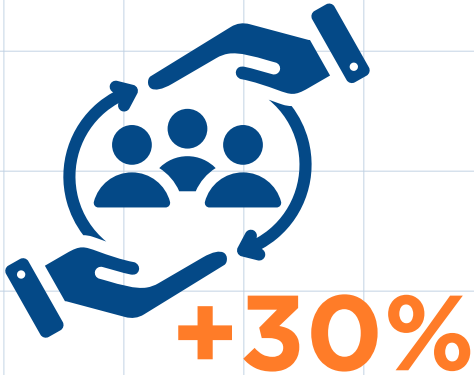
Focused performance strategy spanning 5+ channels



Elaborate influencer/affiliate program with over 100 creator partners



Creative testing pipeline executing 5-10 ads per week and over 500 per year



Retention program yielding over 30% return customer rate

