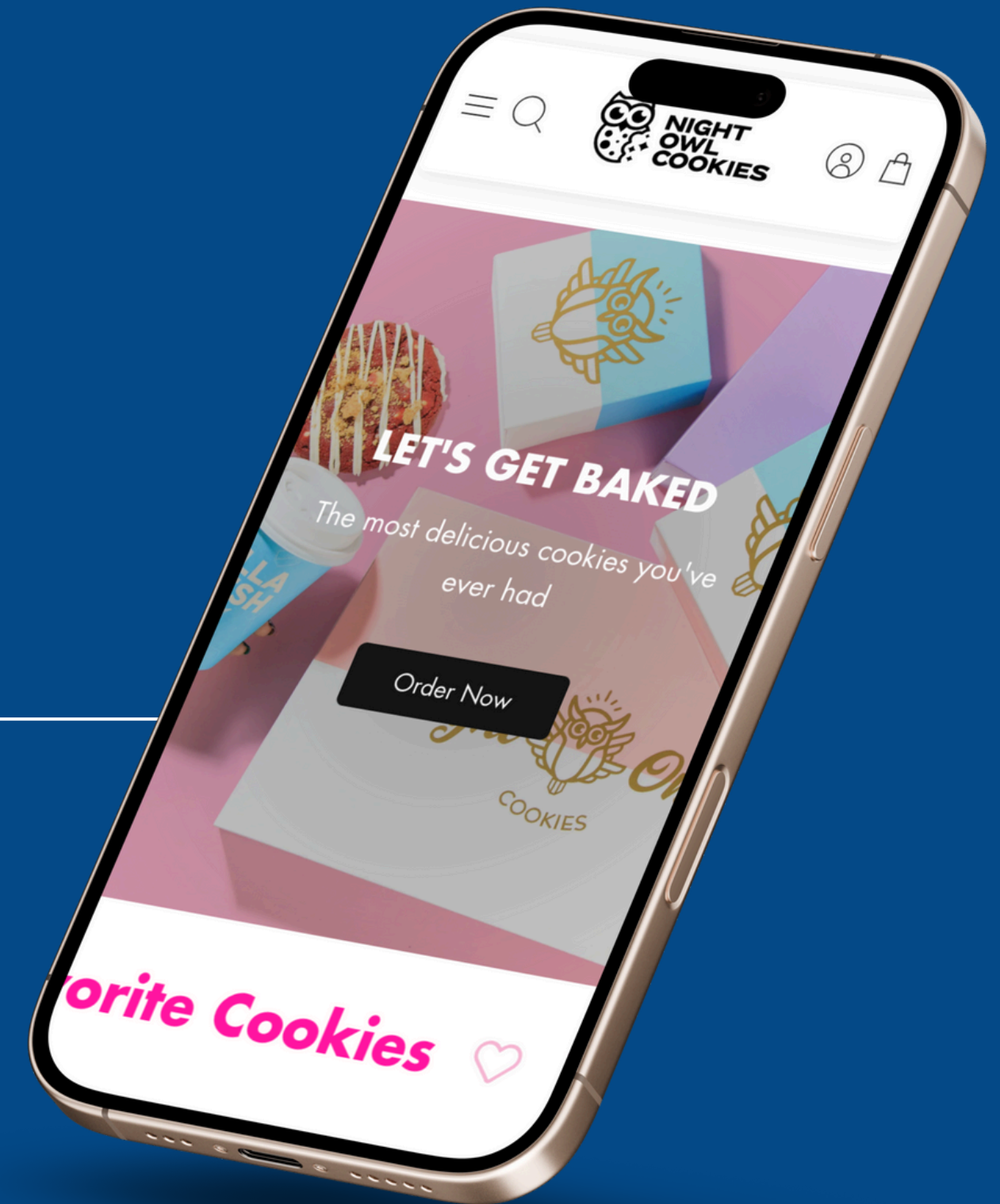


**inflection**  
**GROWTH**

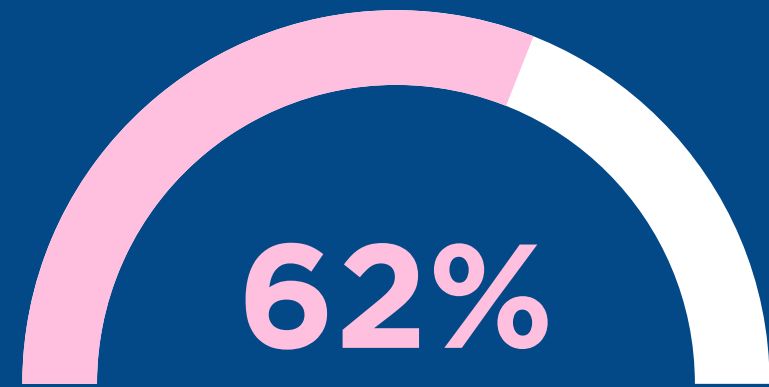
## Night Owl Case Study



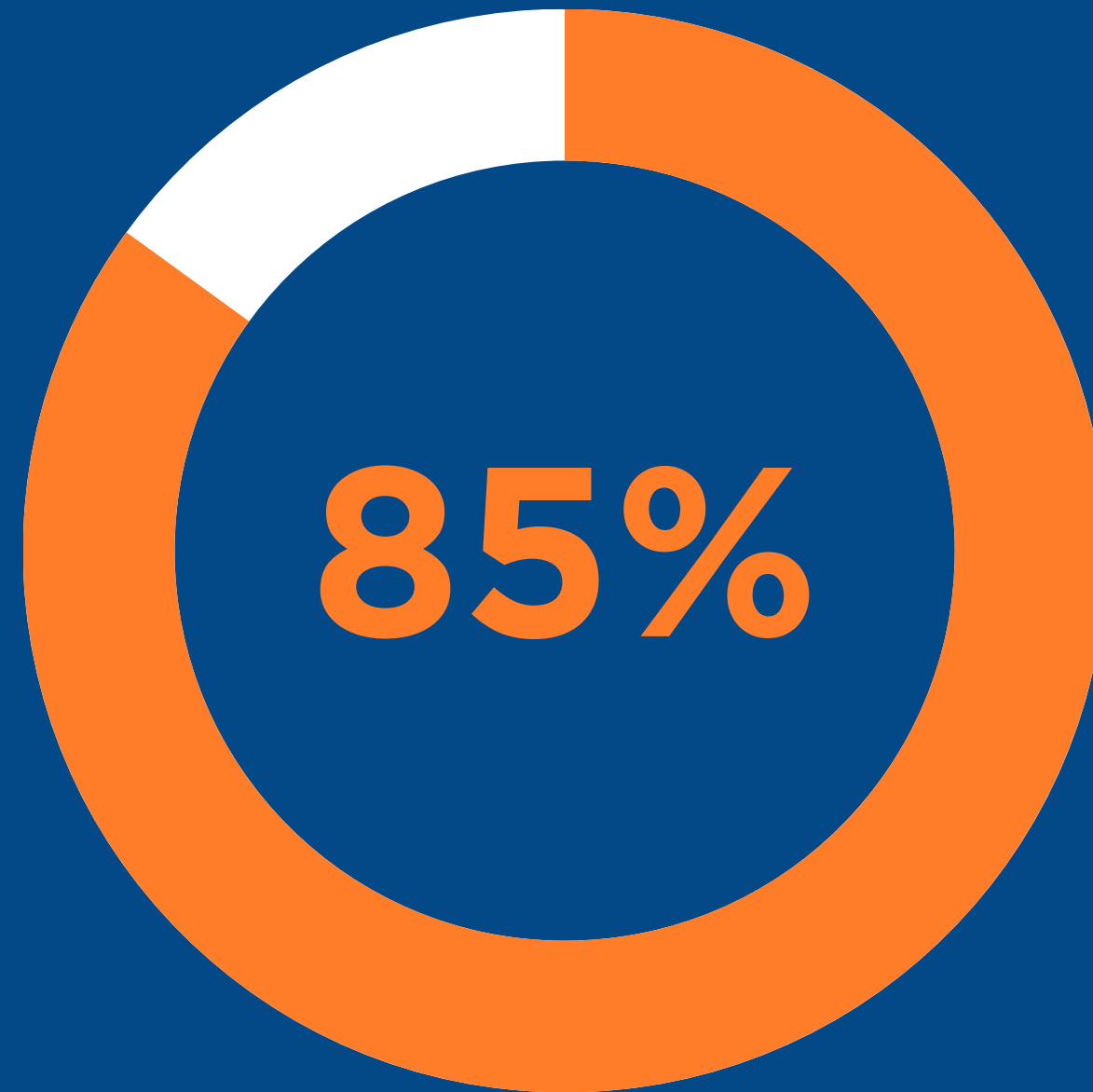
WE INCREASED  
NIGHT OWL'S  
REVENUE YOY BY  
**85%** WHILE  
MAINTAINING A  
ROAS OF **3.6X**



# YEAR-OVER-YEAR GROWTH OF CORE METRICS



Same store  
revenue growth



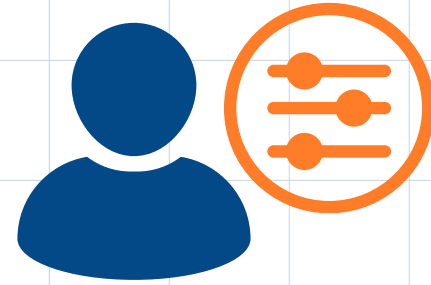
TOTAL REVENUE  
INCREASE YOY

3.3X

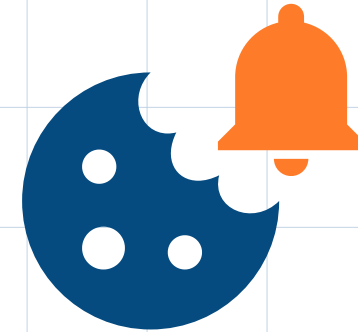
2024 ROAS



# How we did it



**Highly personalized content for each store**



**Custom drops on a weekly basis of new offerings**



**4 new store launches**



**Creative strategy helping increase ad efficiency**



**Email/SMS strategy to re-engage with existing customer base and build loyalty**



**Creator/influencer strategy for organic reach and compelling content**