

Soma + LT Partners

The Challenge

» Increase Soma's brand visibility and awareness while surpassing YoY revenue targets during the brands \$29 Bra Event.

The Hypothesis

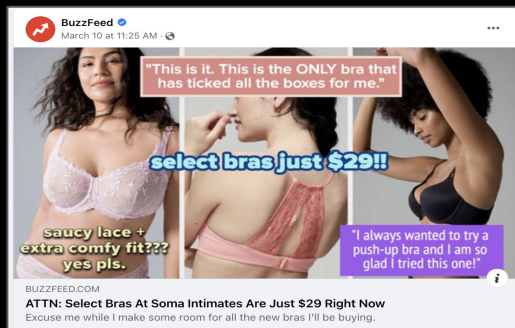
» Through a full-funnel strategy approach we can drive new customer engagement within ROAS goals.

The Strategy

» Blend high-quality editorials, influencers, and social media pressure while focusing on driving conversions through partnerships with purchase intent publishers through optimized placements.

Results

Full funnel efforts resulted in increased new customer rate while exceeding ROAS goals



➡ **\$7 ROAS**

➡ **83% New Customers**

➡ **94% NTF from Content & Influencer**