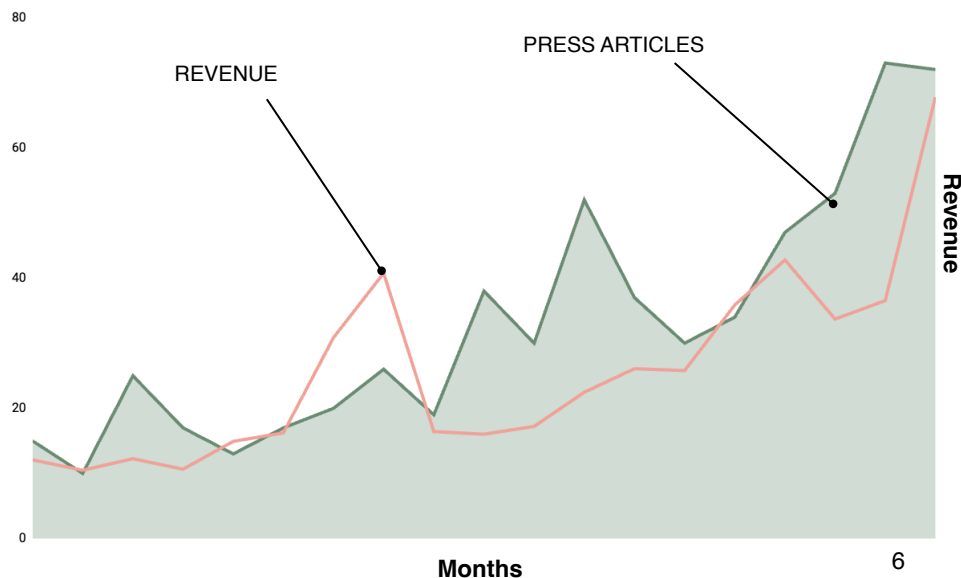


New Engen Drives 42% More Revenue For Luxury DTC Brand By Doubling PR Inclusions



CASE STUDY

Situation

- This luxury DTC focus on sustainability, simplicity, and longevity from skilled craftsmen throughout the world. They *do not ever discount their products*.
- Their content strategy was lacking both in number of partners, and revenue driven

Strategic Approach

- Utilized our innumerable content partner resources
- Fielded and fulfilled gift requests for content partners
- Directed content partners with most compelling product and brand information for their publications
- CPA-based incentives were offered to be competitive during peak key retail times.

Results

- **167%** increase in press articles
- **42%** YOY Revenue