

# **ZERO TO €71,000 IN 5 MONTHS - UNPACKING OUR SUCCESS**

# CONFIDENTIALITY

In crafting this case study, we've prioritized client confidentiality, a principle we uphold deeply. The brand under discussion is currently in the midst of an international expansion, and in light of competitive business practices, specific details have been obfuscated or omitted. We hope to share our insights and strategies without compromising the ongoing work and future success of our client's venture.

Therefore, the name and certain specifics about the brand will not be disclosed. We assure you that this doesn't dilute the rich learning experience, as the essence of our strategic approach, execution, and triumphant results remain transparent and insightful.



# THE RESULTS

**PERIOD**

**5 months**

**AVERAGE ORDER VALUE**

**€142**

**TOTAL REVENUE**

**€71 000**

**ROAS**

**7**

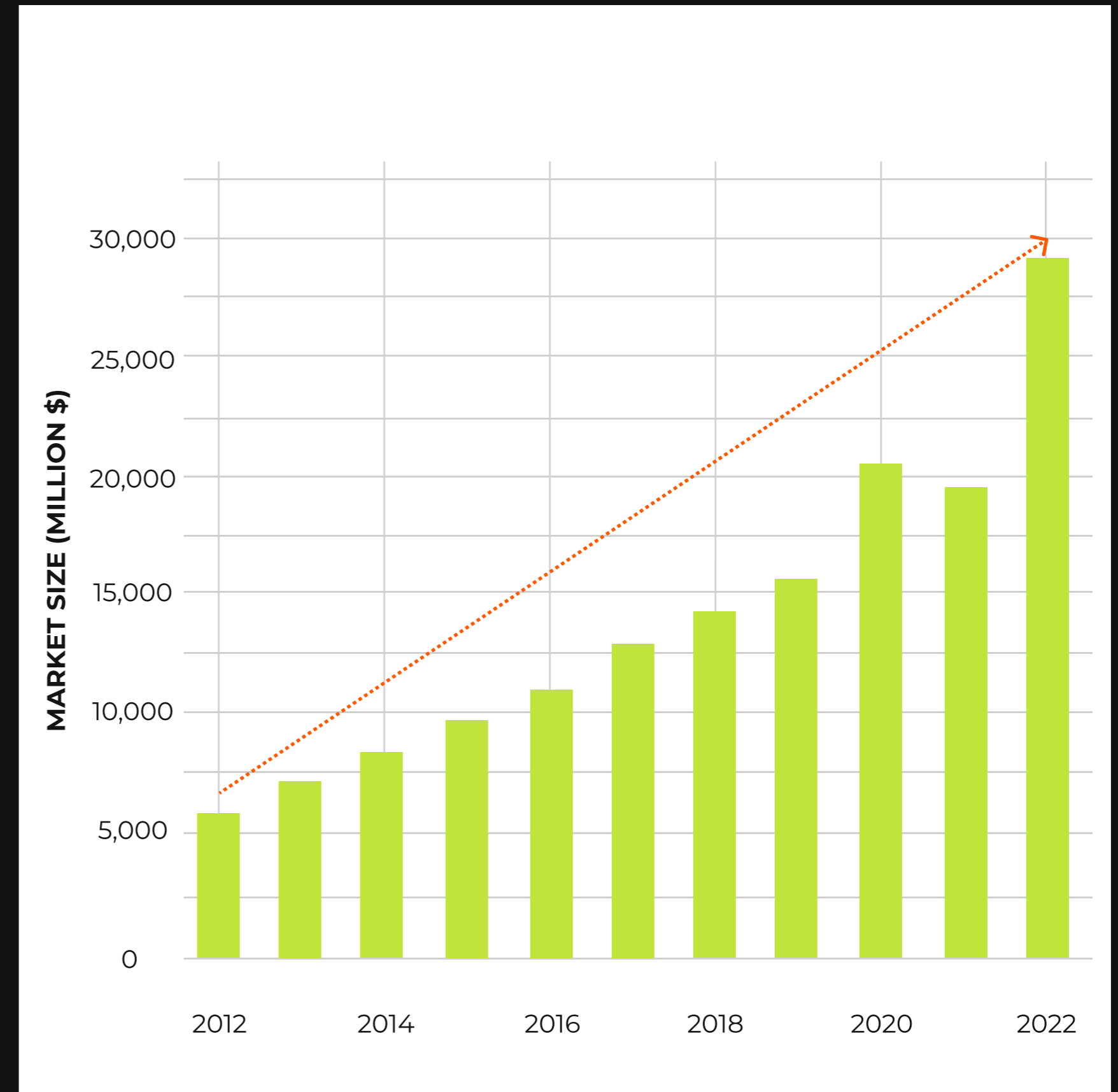
# BACKGROUND / INSIGHT

Dietary supplements encompass a broad range of e-commerce stores selling health and lifestyle-improvement products, including vitamins, collagen, and other nutritional supplements.

## The Growth of E-commerce in Dietary Supplements

There has never been a more crucial time to be health-conscious than the present. The COVID-19 pandemic has amplified the importance of maintaining a healthy lifestyle on one hand and spurred the demand for online shopping for health products on the other. According to a study, online supplement sales have grown from \$15 billion in 2019 to more than \$27 billion in 2022, representing an annualized market growth rate of 16.6%.

The industry has seen the creation of new product categories, such as 100% pure pearl powder products and innovative collagen items, indicative of new market trends.



# CHALLENGES

## **Increase Brand Awareness**

Crafting effective marketing campaigns to establish the brand's presence.

## **Build Trust**

Supporting product claims with scientific experts and maintaining transparency about product quality.

## **Create New Category**

Identifying a unique gap in the dietary supplement market and protecting it from competition.

## **Build Customer Loyalty**

Encouraging repeat purchases and building a sense of community among customers

## **Communicate Product Knowledge**

Simplifying complex product information for easy understanding by consumers.

# SOLUTIONS

## Thoughtful Offer Structure

We regularly reviewed and adjusted the offerings based on customer feedback and purchasing habits

## Education-Based Content Strategy

We developed educational content on various digital channels, detailing the benefits of the ingredients.

## Utilizing Retargeting Strategies

Via personalized email flows and ads across various platforms, we were able to re-engage potential buyers.

## Maximizing Omnichannel Marketing for Engagement

We integrated marketing efforts across PPC, social, PR, and influencer channels, for a cohesive brand message.

## Subscription Model for Increased Retention

Customers were given the option to customize their subscription based on frequency and quantity.

## Implementing a Referral Program

We initiated a program where existing subscribers could earn discounts by referring new customers to our brand.

DIVE DEEPER



# FACEBOOK/INSTAGRAM ADS

Search and filter Last month: Jun 1, 2023 – Jun 30, 2023

**Campaigns** | Ad sets | Ads

+ Create | [ ] | Edit | A/B Test | [ ] | [ ] | [ ] | Rules | View Setup | Columns: Custom | Breakdown | Reports

<input type="checkbox"/>	Off / On	Campaign	Abandon Cart Rate	Video Hook Rate	Landing Page View Rate	CPA % AOV	CVR (Custom)	Purchase ROAS (return on ad spend) ↓	Website purchase ROAS (return on ad...)	Mobile app purchase ROAS (return on ad...)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[ ]	–	0.02	66.81%	18.11%	4.69%	5.52 [2]	5.52 [2]	
<input type="checkbox"/>	<input type="checkbox"/>	[ ]	–	–	80.78%	22.08%	4.21%	4.53 [2]	4.53 [2]	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[ ]	–	0.00	57.02%	28.82%	0.94%	3.47 [2]	3.47 [2]	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[ ]	–	0.00	68.04%	31.01%	3.11%	3.23 [2]	3.23 [2]	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[ ]	–	0.00	67.88%	42.17%	2.02%	2.37 [2]	2.37 [2]	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[ ]	–	0.00	63.96%	58.18%	1.28%	1.72 [2]	1.72 [2]	
<input type="checkbox"/>	<input type="checkbox"/>	[ ]	–	0.54	71.33%	77.42%	0.06%	1.29 [2]	1.29 [2]	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[ ]	–	–	–	–	–	–	–	

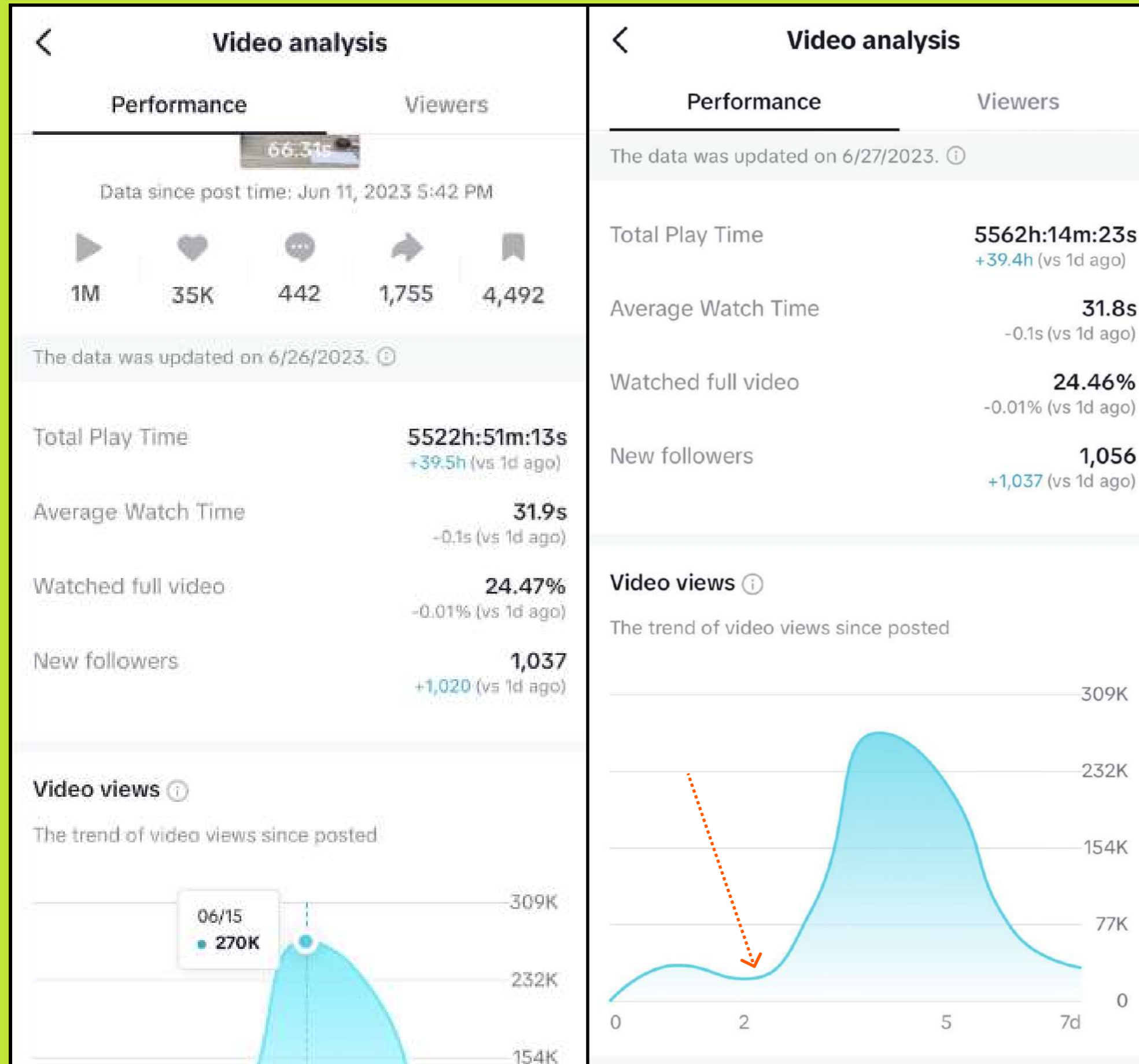
In lifestyle marketing, social media platforms play a significant role, not only in enhancing a brand's organic performance but also, based on our experience, in determining the success of a brand's paid activity. For this reason, our entire digital strategy was fundamentally centered around establishing a robust social presence.

# GOOGLE ADS

+ Add filter		Search	Segment	Columns	Reports	Download	Expand	More				
<input type="checkbox"/>	● Campaign	Target Impression Share	Interaction rate	Search impr. share	Click share	Conv. rate	Conversion:	↓ Conv. value / cost	Search top IS	Search abs. top IS	Search lost IS (rank)	Search lost top IS (rank)
<input type="checkbox"/>	● Search_ [redacted]	–	27.85%	81.85%	85.40%	3.50%	43.43	46.66	81.05%	80.79%	3.55%	4.35%
<input type="checkbox"/>	● Search_ [redacted]	–	26.56%	94.98%	94.36%	3.57%	30.11	27.39	92.86%	92.16%	2.98%	4.62%
<input type="checkbox"/>	● Search_ [redacted]	–	6.76%	15.48%	25.24%	1.62%	6.80	6.67	12.40%	11.87%	62.49%	65.10%
<input type="checkbox"/>	● Search_ [redacted]	–	1.62%	< 10%	< 10%	0.36%	65.44	1.74	< 10%	< 10%	74.87%	75.58%
<input type="checkbox"/>	● PMax_ [redacted]	–	3.49%	–	55.44%	0.08%	16.62	1.60	–	–	–	–

Since our client’s products are so unique, we adopted a bottom-up approach in our Google Ads marketing. We began with brand campaigns and narrow targeting and gradually expanded to target a wider audience.

# SOCIAL ORGANIC

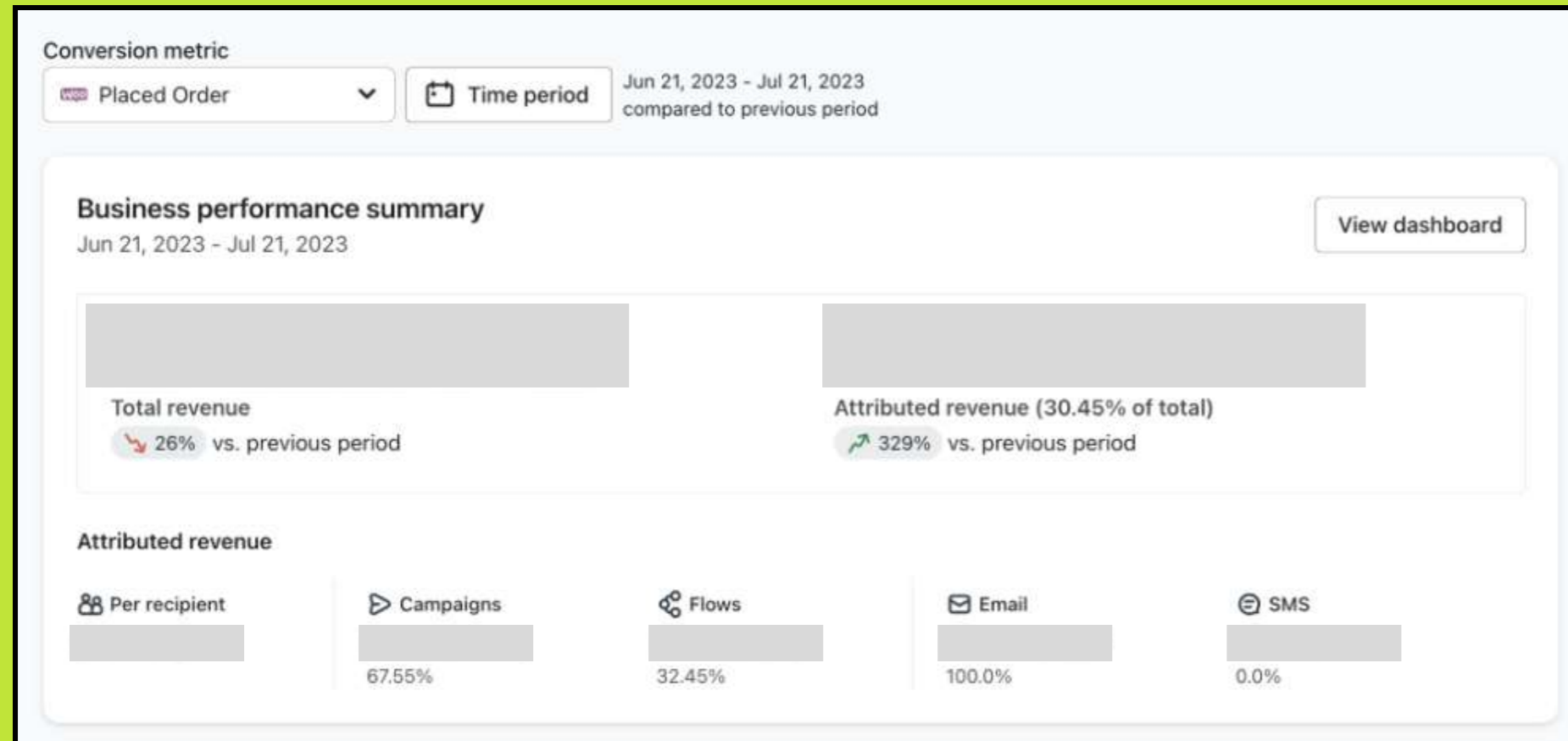


As an increasing number of brands emerge, the authenticity factor plays an increasingly crucial role in convincing users. Elements like strong testimonials and up-to-date user-generated content, which were previously low on the brand's marketing priority list, have now become essential. However, the most significant challenge in a brand's journey today lies in creating organic reach and a loyal follower base.

In a world where creating content, even high-quality content, has become easily attainable for everyone, achieving substantial organic reach is now more difficult than ever before. That's why we have embraced AI solutions that provide us with a genuine advantage in organic social marketing.

The image above illustrates an example of a content piece that received AI assistance, significantly boosting its performance into virality.

# EMAIL MARKETING



### Campaigns

List view | Calendar

#### Email performance review

Viewing results from last 30 days (5 campaigns)

Metric	Value	Change over previous 30 days	Rating
Average open rate	30.7%	2.00% ↑	Good
Average click rate	2.42%	0.79% ↑	Excellent
Placed order rate	0.33%	0.23% ↑	Excellent
Revenue per recipient	-	-	Excellent

Search campaigns | Placed Order | Last 30 days | Filters

Campaign	Type	Status	Last updated	Open rate	Click rate
[Redacted]	Email	Sent	Jul 18 2023 at 6:59 PM CEST	53.1%	6.88%
[Redacted]	Email	Sent	Jul 18 2023 at 6:56 PM CEST	55.6%	10.2%
[Redacted]	Email	Sent	Jul 18 2023 at 6:53 PM CEST	23.4%	1.60%
[Redacted]	Email	Sent	Jul 16 2023 at 7:15 PM CEST	38.8%	2.29%
[Redacted]	Email	Sent	Jul 2 2023 at 8:14 PM CEST	27.8%	1.97%

**The next major trend in the e-commerce sphere is all about increasing customer retention.**

Email marketing plays a key role in not only engaging with new customers but activating existing ones.

The powerful combination of high-performing campaigns and email automations became an excellent source of revenue, contributing to around 25-35% of the brand's total revenue.

**EVOLUT**