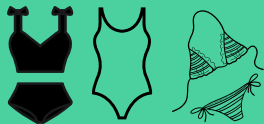


Luxury D2C swim brand

Paid media Case Study

The client

A fast growing global, female founded and owned, luxury swimwear D2C brand.



“TAG made it possible to optimize our marketing efforts across all channels!”

Co-Founder

CHALLENGE

Our client, a fast growing brand, had **limited visibility into the overall effectiveness of their marketing efforts** and as a result, had difficulty formulating strategy around scaling and diversifying their paid channels.

SOLUTION

Created **data-driven marketing reports** combining sales, traffic, spend, and channel performance, to gain insight and identify inefficiencies. Developed **forecasting models to effectively manage the paid media budget** ensuring ongoing optimizations, channel diversification, and testing.

RESULTS

5.4X

5.4X Marketing efficiency rate

With a clear visibility into marketing returns and growth potential, we efficiently tested, optimized, and scaled their marketing efforts.

+90%

+90% Year-over-year website traffic growth

Efficiently increasing marketing spend directly contributed to this significant boost in website visits.

+180%

+180% Year-over-year marketing spend

Clear visibility into marketing efforts, enabled us to identify optimizations and growth opportunities.

TAG MARKETING SERVICES



B2C Marketing partner



Handling your 360 marketing efforts



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