

Global D2C wall art brand

Marketing audit case study

The client

A global, female founded, D2C luxury brand in the art space



“TAG not only helped us find growth opportunities but also do it in an efficient way”

Founder and CEO



TAG MARKETING SERVICES



B2C Marketing partner



Handling your 360 marketing efforts



www.tagmarketingservices.com

CHALLENGE



After achieving year-over-year growth, **the company faced a slowdown**. The client was looking to identify gaps, explore white space, and uncover new opportunities. **They needed a business review** followed by a roadmap complete with actionable plans.

SOLUTION



TAG Marketing conducted a **thorough marketing audit** by delving into all existing channels to identify areas of opportunities. By pulling and analyzing data from the sales platform, Google Analytics and the different marketing channels, we **found three key areas for growth: email, paid media and data reporting**.

AUDIT RESULTS



Email as growth driver

Increase sales from emails to 17% of total business

Our audit showed that lifecycle marketing could be optimized to account for 17% of total sales.



Paid media as growth driver

Scale paid media efforts

Based on our paid media assessment we found that our client had an opportunity to scale their paid media efforts and while maintaining efficient spend.



Data reporting optimization

Optimize marketing data reports

Lack of clear marketing reports was hindering access to crucial information. By optimizing reporting our client will be able to identify opportunities on an on-going basis.