Global D2C wall art brand

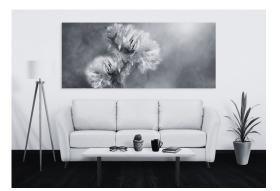
Marketing audit case study

The client

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



Founder and CEO



TAG MARKETING SERVICES

- (B2C)
 - B2C Marketing partner
- Handling your 360 marketing رْ360 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



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.

Email as growth driver



Paid media as growth driver



Data reporting optimization

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.

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 opportutnities on an on-going basis.