

ACTIV

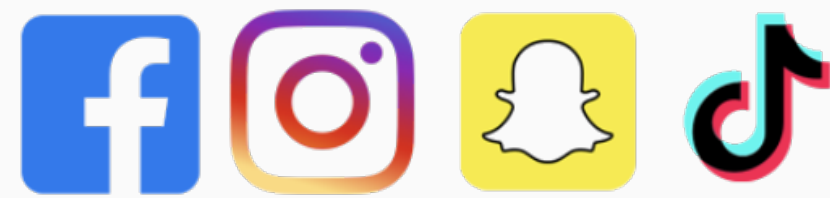
WE PARTNER WITH
FOUNDERS TO GROW THEIR
DIRECT TO CONSUMER
BRANDS.



KLAVIYO // PARTNER

facebook

PAID SOCIAL



- ✓ We are experts in paid ads, especially Facebook. We are able to not only launch campaigns, but grow them in a profitable way. We generally see a strong ROAS over time as we optimize and scale brands.
- ✓ We have the ability to create eye-catching and high value creative that will help turn impressions into customers with a strong return on investment.

PAID SEARCH



- ✓ Search is often overlooked, but can be an extremely valuable way to engage with customers with the intent to purchase.

CONVERSION RATE OPTIMIZATION



- ✓ We are able to analyze your site using Hotjar, and then make data and buyer-persona focused decisions to help increase the **conversion rate** and the **average cart value**.

EMAIL & SMS



- ✓ We are extremely strong in email & SMS for customer retention and increasing lifetime value through post-purchase nurturing campaigns, abandoned cart optimizations, and cross-selling campaigns.

BRAND PARTNERSHIPS

stiles


ABL

SUNDAY.

GHOSTFIT

PATTERNS *of* EVIDENCE

iGelSoles

SUNDAY.

A NEED FOR A GROWTH PARTNER.

This particular founder had a beautifully designed product called *The Bible Study*, and a strong commitment to get it into the hands of as many people as possible. However, the product was extremely new to the market when we started our work, and revenue growth was being capped at around \$5-10k per month.



OUR APPROACH

We partnered together to create and optimize a customer journey to ***expand brand awareness*** AND ***convert more sales***.

We leveraged data driven insights and our creative team to implement a proven process from paid advertising -> sales funnel -> conversion on the back end.

THE RUNDOWN

- Implement a brand-centric customer journey.
- Optimize customer journey for both mobile and desktop.
- Launch targeted ad campaigns to increase traffic to the sales funnel.
- Create a conversion-focused sales funnel all the way from creative (copy and design) to strategic initiatives (i.e. increasing cart value with order bumps, upsells, etc.).
- Built an effective email marketing strategy.

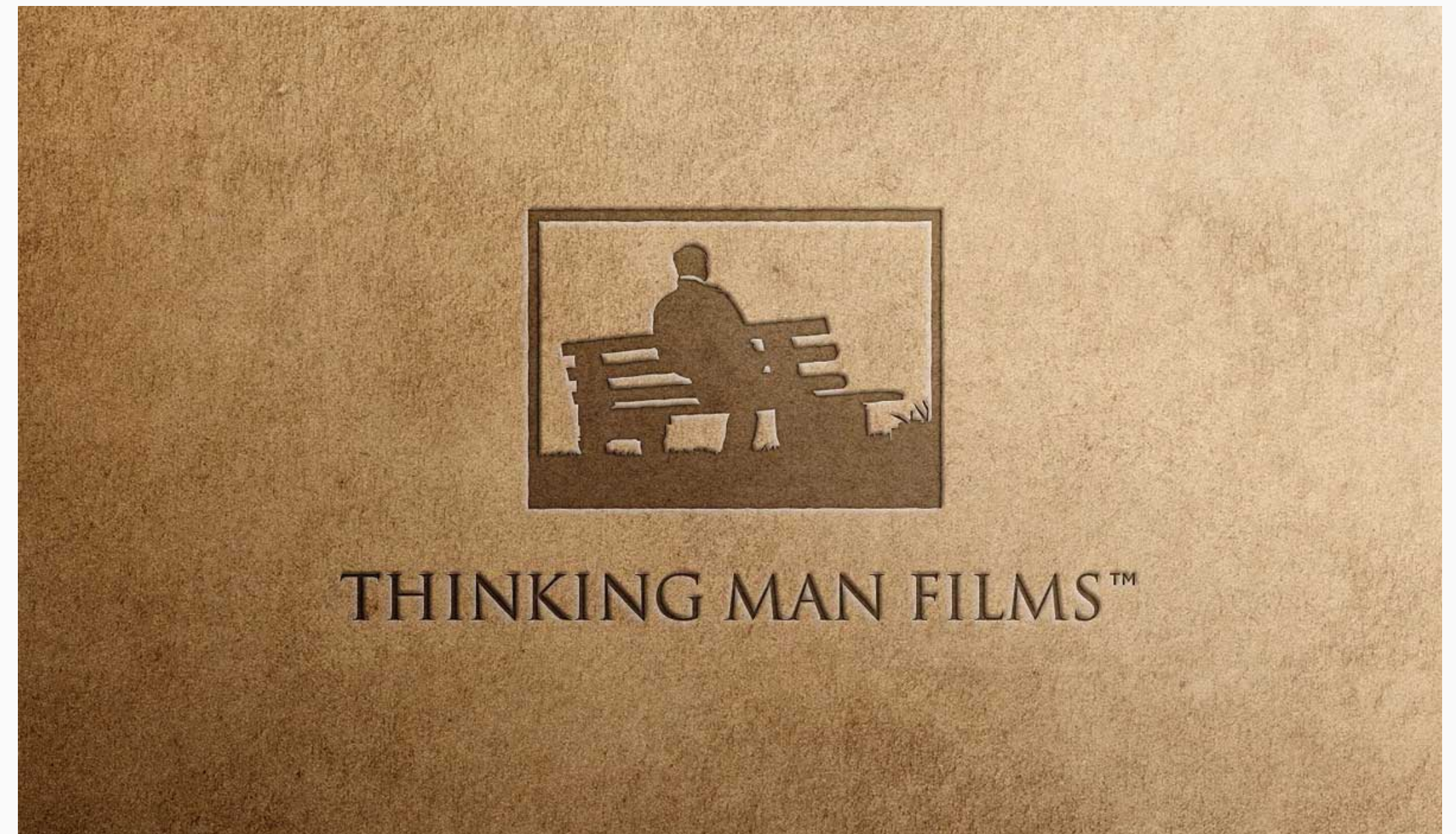
THE STATS

- ✓ IMPROVED THE CONVERSION RATE BY 538%
- ✓ INCREASED AVERAGE CART VALUE BY 147%
- ✓ DROVE 16.28X REVENUE GROWTH YEAR-OVER-YEAR
- ✓ HAVE GENERATED 10M+ IN REVENUE IN 24 MONTHS

PATTERNS *of* EVIDENCE

EXPANDING YOUR CUSTOMER BASE.

This founder came to us with an incredibly loyal customer base, and suite of performing products. One of their films, *Patterns of Evidence*, was not new to the market like our previous founder. Instead, they were looking to scale and reach a brand new customer base *without* losing their legacy customers.



OUR APPROACH

An innovative sales approach to retain a loyal customer base while still reaching new customers.

We implemented a strategy to introduce new customers to a strong initial offer, while building sustainable processes to retain new and legacy base.

THE RUNDOWN

- Optimize customer journey to expand target audience.
- Increase traffic to introductory offer with targeted ad campaigns and digital marketing strategies.
- Implement conversion-focused copy and design in sales funnel.
- Form strategic initiatives to retain loyal customer base (i.e. new additions to product suite).

THE STATS

- ✓ **INCREASED REVENUE BY 247% WITHIN THE FIRST 90 DAYS**
- ✓ **DROVE 4.7X MORE SALES QUARTER-OVER-QUARTER**
- ✓ **IMPROVED THE CONVERSION RATE BY 15%**
- ✓ **FIRST 7 FIGURE YEAR IN STORE IN 17 YEARS IN BUSINESS**

stiles



ELEVATING THE BRAND EXPERIENCE

Stiles came to us with a really fun home decor product base, but they were just starting off. They came to us knowing that they should be seeing better results for their overall return. They knew that a better return was possible, but they were fighting the battle between spending more and making a lower return and they knew they had to change that.

OUR APPROACH

Elevating the customer journey and the brand experience by making it memorable and personal.

We analyzed the business and found that their product page was where many customers were being lost. As we dove in, we realized that if we were able to increase the conversion rate as well as the average order value, we would help see pretty incredible results.

THE RUNDOWN

- Create a buyer experience with the product page (PDP) that would be memorable and help them envision the product in their own home.
- Create conversion-focused copy to propel visitors to become buyers.
- Build robust ad strategies to discover the best audiences that would translate to better ROAS and in turn more profitable growth.

THE STATS

- ✓ **223% REVENUE GROWTH IN JUST THE FIRST 60 DAYS**
- ✓ **INCREASED THE ROAS BY 78%**
- ✓ **38% INCREASE IN CONVERSION RATE**
- ✓ **700K IN REVENUE GENERATED IN 6 MONTHS**



LAUNCHING A NEW BRAND

ABL approached us with a new brand that they knew they wanted to scale. They had the brand assets as well as a beautiful site ready for launch. They knew that we were excellent at scaling brands, and that's what we set our sights on doing with ABL.



OUR APPROACH

Doing the right things the first time is a setup for explosive growth and expansion.

We felt all things were in place for a successful launch: a great Shopify store, great products, as well as great branding. All we needed to do was go to work and implement our standard for ad strategy that we implement with all of our brands and we saw immediate results.

THE RUNDOWN

- Build structure campaigns in Facebook ads to generate strong remarketing campaign.
- Write compelling copy and target the right audience by developing a well-crafted buyer persona.
- Build robust ad strategies to discover the best audiences that would translate to better ROAS and in turn more profitable growth.

IN 45 DAYS



FROM \$0 IN REVENUE TO SELLING OUT THE TOP PRODUCTS IN 28 DAYS



ROAS HIT A 4.3X AFTER THE FIRST 14 DAYS



LOWERED CPAS BELOW \$10

ACTIV