

We Increased Revenue By 30% In November

Problem

Mary Square was moving into their peak sales period with some significant headwinds that could impact sales negatively. The brand was moving warehouses in November and was expecting significant shipping delays. During the lead up to Black Friday - Cyber Monday, they had to display a banner that read "Shipping Will Be Delayed", dampening their conversion rate.

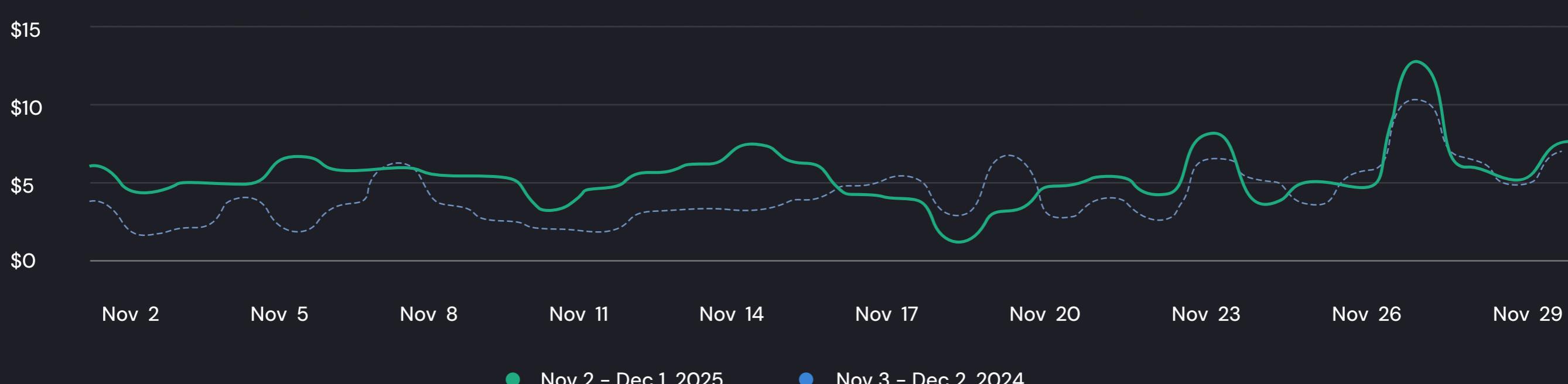
This meant that we needed to lean into our strengths to drive high intent traffic at scale to drive growth during November 2025.

Solution

- Focused on generating top-tier creative from their most powerful UGC ambassadors.
- Utilized the majority of spend on paid social platforms towards video vs static images or gifs.

Timeline

Total sales over time **\$166,018.73** ↗ 30%



Results

Ready to see similar results for your brand?
Let's optimize your marketing strategy and
drive new customer growth today!

↗ 30% Increase In New Customer Volume YoY

↗ 30% Increase In Sales YoY

BOOK A DISCOVERY CALL



“

We were working against some significant headwinds, but leaning into our strengths helped us close the gap and improve business performance for the better.”

Kaylee Price