

We Drove 100 Daily New Customers For This Swimwear Brand

Problem

- minnow swim needed to heavily shift their funnel spend months before their biggest launch of the year.
- When taking over the account, we discovered that their campaign setup was focused heavily on retargeting existing customers and focusing on users who we're already familiar with the brand.
- This meant that the brand wasn't going after new customers efficiently and effectively and was stunting the growth of the business.

Solution

- We shifted budget heavily into prospecting and non-brand efforts.
- Focused roughly 80% of spend targeting new audiences, while 20% drove website retargeting.
- Focused on creative angles, while drilling down consumer psychographics. This allowed us to understand the reasons that drove new customers to purchase from the brand.
- Scaled creative output based on the working angles, while cutting losers.



Results

⤴ +46% Sales YoY

⤴ 100 New Customers Daily

⤴ Much of Their Inventory Sold Out & Had To Be Reordered

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

BOOK A DISCOVERY CALL



Once we saw how heavily the account was leaning on retargeting, it was clear the brand wasn't actually scaling – it was recycling demand. Shifting the majority of spend into prospecting and pairing it with the right creative angles completely changed the trajectory of the business”

Kaylee Price

Paid Social Manager