

# We Scaled This Business By 30% During Black Friday

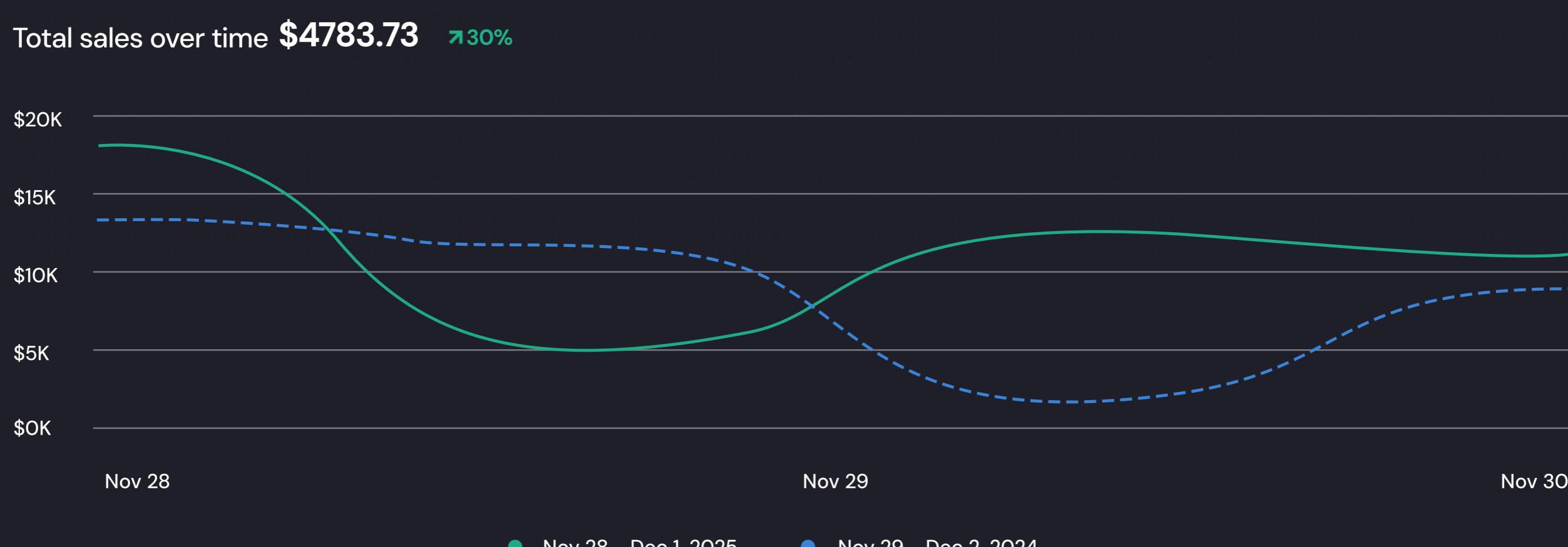
## 💬 Problem

NaturaverdePro was moving into the highly competitive period of Q4, looking to improve its sales year-over-year. Due to the competitive skincare and limited budgets of the brand, we needed to think strategically to get the most from our efforts with the brand.

## 💡 Solution

- Increased visibility by establishing a consistent and effective paid social presence with avid creative testing.
- Increased AOV by shifting paid strategy towards driving traffic to bundled products to help drive higher-value purchases.

## 📅 Timeline



## Results

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

↗ 30% Increase In Revenue YoY

↗ 34% Increase In Orders YoY

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“

Since NVP wasn't leveraging social media last year, we focused on expanding their visibility and establishing an effective paid social presence. On the revenue side, we increased their AOV by shifting our strategy toward promoting bundled kits rather than individual products, which helped drive higher-value purchases.”

Alexa Connelly