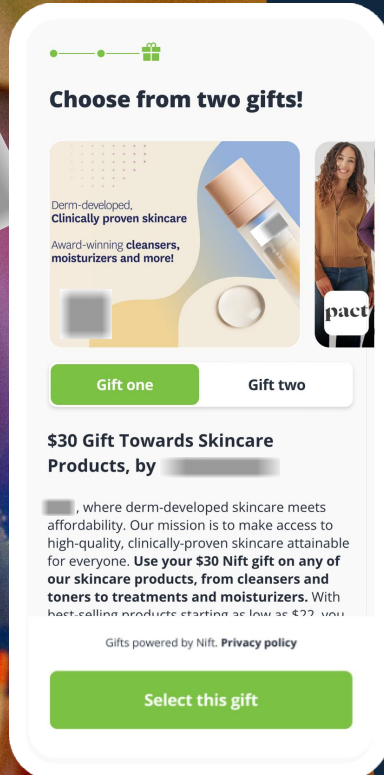


# BEAUTY BRAND CASE STUDY



**15X**

increase in order volume from pilot to scale

**81%**

decrease in CAC

**10%**

in AOV & ROAS

- **Q1 and Q2 2024 drove consistent volume** - 1-3K orders/month at ROAS targets.
- **Optimized landing page flow** - implemented in May 2024 generated steady CAC results, but increased Net AOV and ROAS by 10%
- **Decreased CAC** - month-over-month from August 2023 to May 2024 by 81%.

**Implementation of data model in Q1 2024 increased order volume by 117%, decreased CPA by 61% and increased CVR by 122%**