

CASE STUDY

FitVine Wine offers delicious wines with less sugar, fewer sulfites, and no flavor additives. They needed a way to control branding, consolidate data, increase marketing reach, and improve marketing efficiency.

TASKS ACCOMPLISHED

- ★ Optimizations resulted in improved social media marketing with initial spend reduction of 9.6% coupled with an increase in attributed purchase conversion value of 20.9% (34.8% ROAS increase).
- ★ 267% YoY increase in online sales over Labor Day weekend.
- ★ Leveraged second- and third-party data to validate assumptions on current customers and optimize prospecting ad spend.
- ★ Efficiently expanded reach using Reach Opportunities and Segment Level Reach reports to identify previously unknown personas for targeting.
- ★ Overall cost savings and efficiency gains, allowing the client “buy-back period” to be greatly reduced from original estimate.