

# Safer Lab Coat Brand Launch

Scaling sales from \$0 to +93% in month-over-month monthly sales.

## The client

A luxury lab coat brand creating elevated and sustainable Personal Protective Equipment (PPE).



“TAG’s support and expertise has been vital to our success. We appreciate the Knowledge, analytical mindset, and genuine excitement TAG brings to the team!”

Co-Founder

## CHALLENGE

Our client, a new ecommerce company in the healthcare industry, needed a full paid media strategy that included growing brand awareness, driving site traffic, and ultimately conversions. In addition, the client required reporting to provide visibility across all marketing initiatives.

## SOLUTION

Conducted research to understand user pain points as they relate to the brand’s value proposition. From there, we established the strategy, creative direction, and execution of all ads. To provide insights and transparency for the c-suite, we developed reporting compiling data from multiple sources into an easy to understand dashboard.

## RESULTS

+93%

### +93% average Month-over-month growth in sales

Launched paid ads and reached +93% MoM sales growth through user research & continuous optimizations.

+88%

### +88% Month-over-month growth in website traffic

Boosted traffic to website by 88% MoM.

+68%

### +68% Month-over-month Increase in CTR

Through rigorous A/B testing and continuously iterating on creative, improved CTR 68%.

## TAG MARKETING SERVICES



B2C Marketing partner



Data-driven marketing experts helping brands make smarter decisions



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