

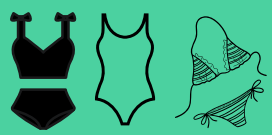


# Luxury D2C swim brand

FCMO, creating visibility to marketing efforts efficiencies

## The client

A fast growing global, female founded and owned, luxury swimwear D2C brand.



“ TAG made it possible to optimize our marketing efforts across all channels! ”

*Co-Founder*



## CHALLENGE

Our client, a fast growing brand, had **limited visibility into the overall effectiveness of their marketing efforts** and as a result, had difficulty formulating strategy around scaling and diversifying their paid channels.

## SOLUTION

Created **data-driven marketing reports** combining sales, traffic, spend, and channel performance, to gain insight and identify inefficiencies. Developed **forecasting models to effectively manage the paid media budget** ensuring ongoing optimizations, channel diversification, and testing.

## RESULTS

5.4X

**5.4X Marketing efficiency rate**  
With a clear visibility into marketing returns and growth potential, we efficiently tested, optimized, and scaled their marketing efforts.




+90%

**+90% Year-over-year website traffic growth**  
Efficiently increasing marketing spend directly contributed to this significant boost in website visits.

+180%

**+180% Year-over-year marketing spend**  
Clear visibility into marketing efforts, enabled us to identify optimizations and growth opportunities.

## TAG MARKETING SERVICES

-  B2C Marketing partner
-  Data-driven marketing experts helping brands make smarter decisions
-  [www.tagmarketingservices.com](http://www.tagmarketingservices.com)