

DIRECTADE BOOSTS CLIENT'S NEW BUSINESS UNIT, EXCEEDS ALL PERFORMANCE GOALS

Directade was commissioned to set the strategic marketing and analytical foundation for their client's new DTC product. Directade then supplemented the client's internal team in a second engagement to jumpstart the successful product launch.

DIRECTADE DELIVERABLES:

FIRST ENGAGEMENT / WEEKS 1-4

WEEK 1 **WEEK 2** **WEEK 3** **WEEK 4**

Directade brought in to evaluate company's Marketing, Planning, and Analysis approach for a new business unit, and to deliver a marketing strategy



Forecasted an accurate LTV and provided guidance on value of each marketing effort, response, and close



Delivered acquisition and retention campaign plan



Helped senior management prioritize and focus on levers of their business that would create the largest impact



SECOND ENGAGEMENT / WEEKS 5-10

WEEK 5 **WEEK 6** **WEEK 7** **WEEK 8** **WEEK 9** **WEEK 10**

Developed suite of reporting: Operational tracking data, A/B tests, and campaign reporting



Delivered Marketing materials



Sourced and configured CRM application for leads and responders

RESULTS

+15%

higher consumer response rate vs. client forecast

+60%

higher conversion rate vs. client forecast



Client exceeded their initial target market projections and expanded into new markets



Client retained Directade to provide ongoing analytical and marketing strategic support