StoreHero

THE Q4 2024 PROFIT FIRST PLAYBOOK

TACTICS FROM 20+ ECOMMERCE EXPERTS ON HOW TO ACHIEVE YOUR Q4 GOALS, AND DO SO PROFITABLY

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INTRODUCTION

It's January 2025, and you're back at your desk, reviewing how Q4 went. Revenue is up and to the right- great work! Certainly not an easy feat. That being said, Have your gains been offset by customer acquisition costs and operational expenses?

This Q4 Playbook is engineered to help you navigate these complexities. It offers actionable strategies to not only increase your revenue but also improve your bottom line. The playbook demystifies key performance indicators like Conversion Rate (CVR), Customer Acquisition Cost (CAC), and Average Order Value (AOV). It also guides you in selecting the right technology to optimize your operations. Additionally, it provides you with effective acquisition and retention strategies that are designed to be profitable.

So, set aside any lingering holiday distractions and immerse yourself in this playbook. By the time you're through, you'll have a well-rounded strategy for achieving a profitable Q4 and laying the groundwork for a prosperous new year.

Karl O'Brien
Co-Founder, StoreHero

Thomas Gleeson
Co-Founder, StoreHero

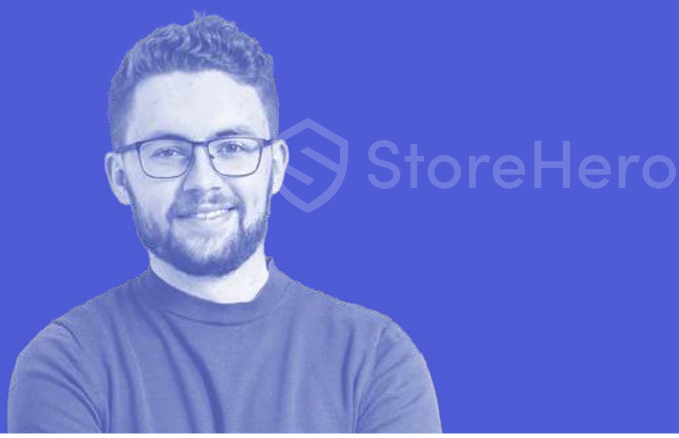
1
HOW TO SET GOALS FOR Q4

“People with goals succeed because they know where they’re going.”

EARL NIGHTINGALE

The 3 Paths to Profitability

with Karl O'Brien, Co-Founder & CEO, StoreHero



While starting an e-commerce business is easier than ever, growing it profitably has become more difficult due to rising customer acquisition costs. It's essential to find the right balance between new and repeat customers for your business model. Here are three common paths to profitability:

Profitable on Both New and Repeat Customers: Here you must be sure that every first-time customer purchase is profitable. This is essential for products with low purchase frequency, like furniture, where repeat purchases take a while. We can't afford to wait around to recoup that customer acquisition cost.

Break-Even on First-Time Customers, Profitable on Repeats: Some brands invest in customer acquisition, breaking even on initial sales but generating profits from repeat customers who return within a reasonable period. This model is common in competitive industries like beauty or skincare where we can expect repeat purchases relatively soon.

Loss-Making on First-Time Customers, Profitable on Repeats: Some brands may take a loss on the first purchase, knowing repeat customers will generate long-term profits. This is a more aggressive strategy so make sure those customers are coming back quickly (eg. subscriptions) or that you've a a large base of repeat customers to help cover costs.

Understanding your business model will guide how aggressively you can pursue customer acquisition and set profitability goals from the start.

Finding your north star

Once you're clear on the profit path most relevant to your business, you can start to understand your north star. This is the common goal everyone in the business can get around. New businesses may be more aggressive, leaning into maximising revenue or new customer acquisition and waiting until later for profitability . Businesses starting to mature may not be willing to make that sacrifice and want to allow for profit sooner rather than later . Even if you're not looking to be profitable today, you still need to be very clear on how much you're willing to pay on every new customer.

Maximize Absolute Profitability

If your strategy is all about improving your bottom line, then maximizing profitability should be your focus. This doesn't necessarily mean cutting costs; instead, it could involve refining your product mix to emphasize higher-margin items or optimizing your supply chain. Every decision, from marketing spend to inventory management, should be scrutinized for its impact on profitability.

Max CPA	New Customer CM
Low	High

Maximize Sales Volume

For those looking to move the needle on sheer revenue, maximizing sales volume is your north star. This could mean aggressive advertising, bundled offers, or flash sales. The focus here is on turnover, getting as many units out the door as possible. Be cautious, though; while chasing revenue, don't let profitability slip through the cracks.

Max CPA	New Customer CM
Medium	Medium

New Customer Acquisition

Attracting new customers to your brand can be a pivotal strategy, especially if you're looking to expand your market share or break into new segments. New customer acquisition often requires an investment in targeted marketing, special offers, or introductory products. While this approach might have a higher upfront cost, the lifetime value of a new customer can make it a rewarding long-term strategy.

Max CPA	New Customer CM
High	Low

Clear Existing Inventory

Finally, if you're sitting on a surplus of aging stock, clearing existing inventory can be a win-win situation. It frees up storage space and provides an influx of cash. Strategies for achieving this goal could include clearance sales, bundling old stock with new items, or offering it as a value-add to bulk purchases. But tread carefully—you don't want to tarnish your brand's image with fire sales.

Max CPA	New Customer CM
Medium	Medium

A business exists to turn a profit, or else it's just an expensive hobby

with Jon Blair, Founder and Fractional CFO at Free to Grow CFO

Why should you consider growing your DTC brand profitably? There are tons of reasons, but in my opinion, one remains supreme: optionality. When you're profitable, you control your own destiny. And when you control your own destiny, you open up options to make strategic decisions you want to make, not ones forced by desperation or reliance on outside capital. What's the point of becoming an entrepreneur in the first place? Freedom—another way of saying "optionality." The freedom to make a choice if you want to, not because you have to.

Adopting a profit-first mentality changes everything. Once you commit to scaling profitably, constraints are placed on your available courses of action. Embrace it. Constraints force creative thinking, which drives unimaginable results. You CAN scale your brand profitably, but only when you let the profit-first constraint yield truly creative thinking.

Making the decision to grow a DTC brand with a profit-focused mindset is a long-term commitment. It's a commitment to the rigor you'll have to adhere to, to overcoming constraints on your strategy, to saying "no" to bright shiny objects, and to pushing through the tough, less profitable seasons of business. It's a get rich slow scheme. But stay the course, and enjoy the journey, because in the end, it's worth it.

Here are the 3 metrics I watch closely to grow with profit in mind

with Donal Breslin, Managing Director, Nomad the Label

As peak season approaches, preparation is key to a profitable Q4. Forecasting is challenging – you can't just set an aspirational revenue target and hit it at the expense of the bottom line. You've got to budget for profitability. Start by looking at your unit economics, which includes all variable costs related to customer acquisition and order fulfillment. Knowing these numbers will help you determine how much you can spend on ads and remain profitable. If achieving first order profitability is challenging, exercise caution with discounting. Don't let Meta and Google be the big winners from your revenue. Ensure that the customers you acquire have an LTV that justifies the investment in advertising spend. Here are the things to keep a close eye on:

1. **nCAC/LTV**: Maintain a careful balance between the cost of acquiring new customers and their expected lifetime value. Ensure your ad budget is aligned with achieving profitable customer acquisition.
2. **Ad Budget:** Be strategic about how much you spend on advertising. Sales might be easier to achieve during Q4, but ensuring they are profitable requires disciplined budget management.
3. **Contribution Margin:** Track your contribution margin daily to understand how much money remains after covering variable costs. Ensure you have enough left over to cover your fixed costs.

With a well-executed plan, you'll generate enough profit for all your team's effort in the quarter. Now go run your numbers.

A Month-by-Month Strategy for Peak Trading Success

with Gerard Keohane, Founder & Director, StudioForty9

BFCM now spans an entire quarter, influencing consumer behaviour and retailer success. Preparation is key. Here's a monthly guide for a successful BFCM.

Start Early: Subtle marketing hints can attract early seasonal shoppers.

September: Finalise discount strategy, content, budget, stock levels, and pricing. Ensure your holiday landing page is live with a timer and sign-up options. Review last year's performance and avoid repeating mistakes!!

Plan Ahead: Cyber Monday falls on December 2nd, shortening the Christmas window—plan delivery deadlines carefully. Identify key deals to draw customers, while also focusing on upselling full-price items.

October: Launch pre-sales, secret landing pages, and loyalty content. Use emails to boost loyalty program sign-ups and tease upcoming sales. Reward returning customers with some of your best deals and offers.

Adapt to Attention Spans: Shorten email automation windows to match shopper behaviour.

November: Focus on operations, customer service, and fulfilment. Ensure to have enough packing supplies! Marketing should be ready; now concentrate on execution. It is common now to see some shoppers delaying purchases hoping for better deals. Use messaging to encourage immediate action and dispel doubts if no further discounts will be offered.

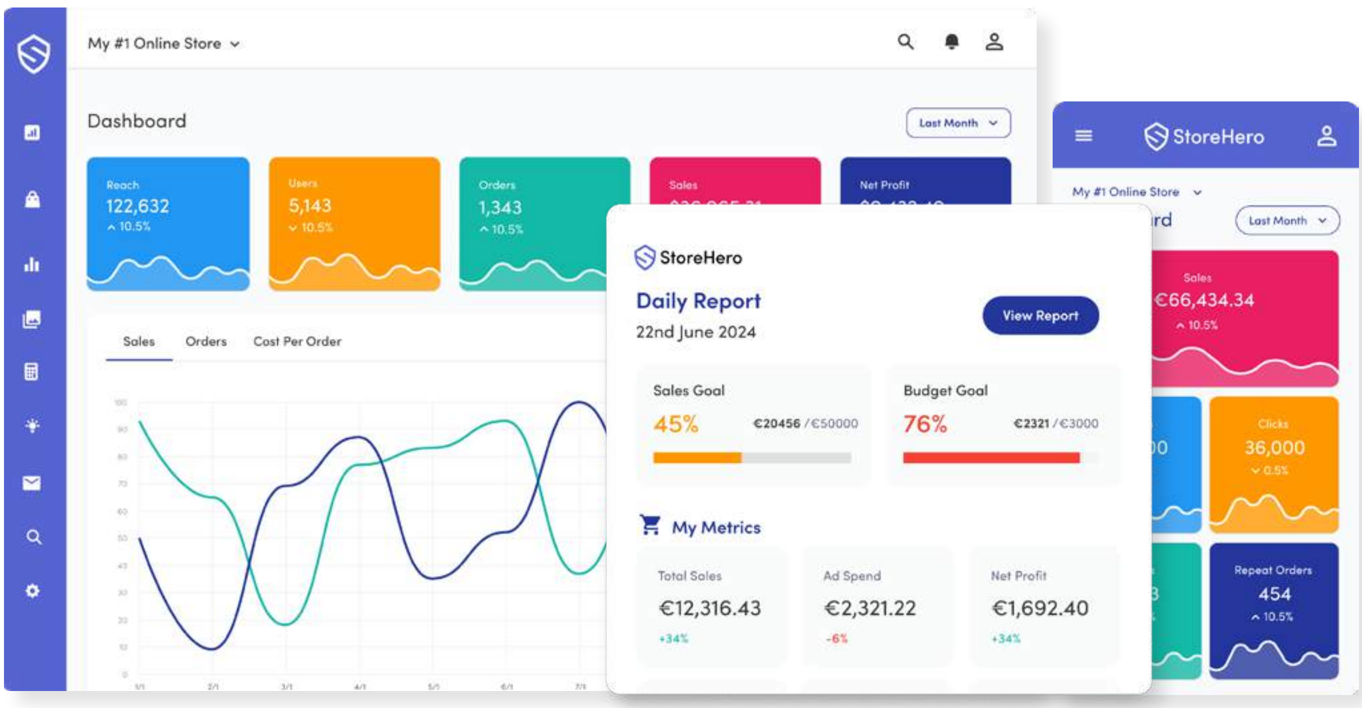
Leverage High-Traffic Pages: Some collection and product pages will be more popular than your homepage during BFCM. Monitor popular product pages and optimise them for cross-selling, upselling, and calls-to-action. Leverage your customers' attention!

December: Keep momentum with short-term retention strategies for repeat orders. Retarget BFCM buyers with holiday offers.

Target the "Q5" Period: Capitalise on the period between Christmas and New Year's for shoppers with gift vouchers or spare cash.

January: Reflect, gather feedback, and build loyalty with personalised thank yous. Analyse strategies to enhance next year's performance.

Prioritise Value Over Discounts: To attract the right customers, offer memorable experiences like free gifts, gamification, or competitions to encourage repeat purchases.



Think of a marketing calendar as your secret weapon for success

with Kieran S-Lawler, Head of Strategy at Velstar

A marketing calendar has a lot of benefits; It helps with coordination, keeps campaigns running on time, manages resources, and aligns everyone internally.

In practice, a marketing calendar is a great way to make sure everyone's on the same page, whether that's your in-house team or an external agency. From my experience working at an agency, I find it much more effective to create a solid strategy with brands that have a clear vision for the year ahead.

Brand managers can also use a marketing calendar as a tool to engage key stakeholders and get buy-in for budget and resources. It adds an element of accountability, but the real win is getting everyone working towards the same goal, and knowing how that goal is going to be achieved.

What I love most about a marketing calendar is that it can be really helpful in hitting your brand objectives. Since businesses often have seasonal trends, a marketing calendar helps your team focus on pre-defined marketing methods, allowing your brand to stay on track to achieve the right goals at the right time.

For example, if you're launching a new product and have to sell a certain number of units, creating hype in the run-up to launch may be the difference between hitting your target and falling just short.

Here's 3 things the best brands do over BFCM weekend

with Ross Allsop, Director of Growth, Pangaia

Omnichannel Alignment: A cohesive approach across all channels is paramount. Brands that seamlessly integrate online and offline experiences create a unified customer journey, but also don't end up cannibalising one another. This not only boosts sales but also strengthens brand loyalty & attracting the right customer that will shop across multiple channels. For more conscious brands like PANGAIA, it's crucial to ensure that messaging and values are consistent across every touchpoint.

Focus on Customer Lifetime Value: It's tempting to chase new customers during BFCM and invest heavily in performance marketing, but profitable growth comes from nurturing existing relationships. Brands should prioritise attracting high-quality customers who resonate with their ethos. By focusing on long-term engagement rather than one-time sales spikes, businesses can enhance customer lifetime value. Remember, more isn't always better.

Impactful Content Creation: In the crowded BFCM marketplace, content is king. Brands must invest in innovative and disruptive content that stands out. Successful content not only highlights product offerings but also tells a compelling brand story. It's the bridge that connects potential customers to the brand's mission.

By incorporating these strategies, brands can not only maximise their BFCM success but also foster long-term growth and customer loyalty.

Defining Your Scorecard

Once you define your overarching business goal with the north star, you can start to understand how this may break down at different stages of the marketing funnel.

This is easily done with a scorecard. It's one thing to set a goal months before the madness, but it's another thing to see how that breaks down on a daily basis, or what other metrics can help inform that goal higher up the funnel.

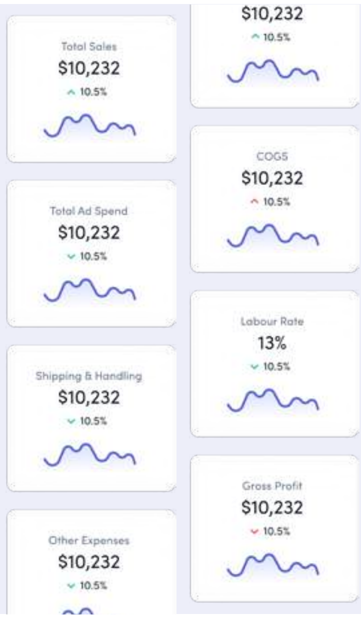
Some targets you may want to set are:

- **Acquisition**: Target CPA, Target ROAS, Break Even Point ROAS
- **Conversion**: Target Website Sessions, Target Add to Cart Rate, Target Conversion Rate
- **Retention**: Target Repeat Purchase %, Target Repeat Customer Revenue
- **Unit Economics**: Target Net Sales, Target Contribution Margin, Target Net Profit.

STOREHERO TIP

Pin These Metrics to Your StoreHero Dashboard

With StoreHero, you can easily pin any of your metrics cards across the platform to ensure they're visible on your dashboard. Not only that, our daily, weekly and monthly email reports give you these metrics in your inbox so you can spend less time seeing where you are, and spending more time taking action to get to your goal.



2
BUILDING YOUR OFFERS

"Don't find customers for your products,
find products for your customers."

SETH GODIN

How and when do I discount?

with Thomas Gleeson, Co-Founder & COO, StoreHero

Given the emphasis on discounting, brands need to step back and consider – do discounts actually help me achieve my goal? We need to understand how these discounts impact margins, not only in terms of your variable costs, but also your customer acquisition costs. For example – If a product is priced at $100 and my typical customer acquision cost is $40, does a 10% discount allow me to acquire them any cheaper? If not, I have less gross profit to leave room for that customer acqusition cost. Let's look at 2 scenarios.

	Discount	Discount Adjusted MER
Revenue	$1,000,000	$1,000,000
Discounts	$100,000	
Net Revenue	**$900,000**	**$1,000,000**
Discounts %	10.00%	0.00%
COGS @ 45%	$450,000	$450,000
Gross Profit	**$450,000**	**$550,000**
Gross Margin	50.00%	55.00%
Marketing	$300,000	$400,000
Marketing %	33.33%	40.00%
Orders	10,000	10,000
Target CPA	$30	$40
Contribution Margin	**$150,000**	**$150,000**

In this example a 10% discount means I only have $30 left to cover the ads cost, not $40 like before

While discounts can be effective, they need to be constantly re-evaluated to ensure they are achieving their intended goals. If you're foregoing margin today by discounting, make sure you're getting something back! Whether is better sell through on inventory, the ability to acquire new customers or expand your product mix for your existing customers, there needs to be some value gained in return.

When discounting make sure to:

1. **Watch the impact of the discount-acquired customer on the lifetime value (LTV) of a customer**. Discounts can attract customers who are primarily interested in the discount and may not become loyal, repeat customers. With this in mind, you may not be willing to wait until the 2nd or 3rd order to be profitable. The StoreHero LTV page is a handy way to see this.
2. **Make sure that acquisition discounts or offers do not impact the orders of existing customers.** Repeat customers bring in more profit and ignoring their needs can quickly harm the profitability of the business. With repeat customers often representing a larger % split in sales around this time of the year, we want to avoid them simply pulling sales forward by a few months, where they purchase the same products at a bigger discount than what they would've paid in early 2025. This is an opportunity to introduce them to new products that they may not have purchased otherwise, with discounting being a better entry point, ideally in the form of a bundle where there isn't a percieved value set with lower rates for each product individually.

The reality is - it's a tricky balance. That being said, if you're considered in your approach pre-Q4, you'll know the positives and negatives of whatever direction you plan on taking.

Build offers based on your target AOV

Many people consider a lower customer acqusition cost as the only way to increase profitability. That being said, what if you could spend the same amount and acquire a more valuable custome from the first order? A great way to measure this is AOV.

Improving Average Order Value (AOV) is key to boosting your ecommerce brand's profitability. AOV measures the average spend per transaction, and raising it can significantly elevate your bottom line. Strategies like upselling, cross-selling, and bundling can increase revenue without new customer acquisition, enhancing Return On Ad Spend (ROAS).

A higher AOV allows for more targeted marketing to high-value customers, optimizing ad spend and resource allocation. This results in an improved ROAS and more efficient use of your budget. Elevating AOV also aids long-term sustainability. Personalized offers and loyalty programs enhance customer retention, reducing the need for costly customer acquisition. This leads to better ROAS, customer loyalty, and overall profitability, setting the stage for consistent growth.

Taking the example of a brand that generates €1,000,000 in annual revenue through 20,000 orders, with a current AOV of €50, let's examine the impact of increasing the AOV by 20% and 40% while keeping the number of orders consistent.

Orders	AOV	Sales
20,000	€50	$1,000,000
20,000	€60	$1,200,000
20,000	€70	$1,400,000

In these cases as AOV increases, in most cases, our variable costs won't rise to the same extent. We may only see marginal increases in fulfilment costs, packaging or shipping with most of the costs already factored in.

Here are some of the top AOV boosting strategies.

- **Bundle products:** Keep an eye out for products that are often bought together. Offer customers bundled products or services that complement each other. This can encourage customers to purchase additional items, thereby increasing AOV and boosting ROAS.
- **Upsell and cross-sell:** Encourage customers to upgrade their purchase or buy additional products by suggesting complementary items or offering special deals on higher-priced items.
- **Offer free shipping:** Set a minimum purchase amount for customers to qualify for free shipping. This can incentivize customers to add additional items to their cart to reach the minimum purchase amount, thereby increasing AOV and boosting ROAS. A good rule of thumb here is to set your free shipping threshold to be 20% over your AOV.
- **Implement a loyalty program:** Offer rewards or discounts to customers who spend above a certain threshold. This can encourage customers to make larger purchases in order to earn rewards, increasing AOV and boosting ROAS.
- **Use targeted promotions:** Target customers with personalised promotions based on their past purchases or browsing history. This can encourage customers to purchase items that they are more likely to be interested in, increasing AOV and boosting ROAS.

Your offer needs to hit the customer in the face within half a second

with Jonathan Snow, Chief Innovation Officer & Managing Director at Avenue Z

With 10+ Black Friday/Cyber Mondays under my belt (both on the agency AND brand side), here are the critical optimizations you need to focus on right now to ensure success.

Understanding Your Audience: One surprising insight I've gathered from last year's BFCM post-purchase data is that first-time buyers during BFCM typically fall into two categories: those who have known about your brand for over 12 months and those who just discovered you within the last month. The first group is waiting for the perfect deal to make their move, while the second group is made up of deal-hunters who are ready to purchase if the offer is right. This means your BFCM strategy needs to cater to both audiences—long-time observers waiting to strike and new customers who are deal-driven.

Jonathan Snow, DMD
@drjonathansnow

1 of the more surprising things to me about BFCM:

Reviewed @knocommerce surveys from the 4 day span.
Guess the 2 largest cohorts for "How long did you know about us?" question.

1. > 12 months
2. < 1 day

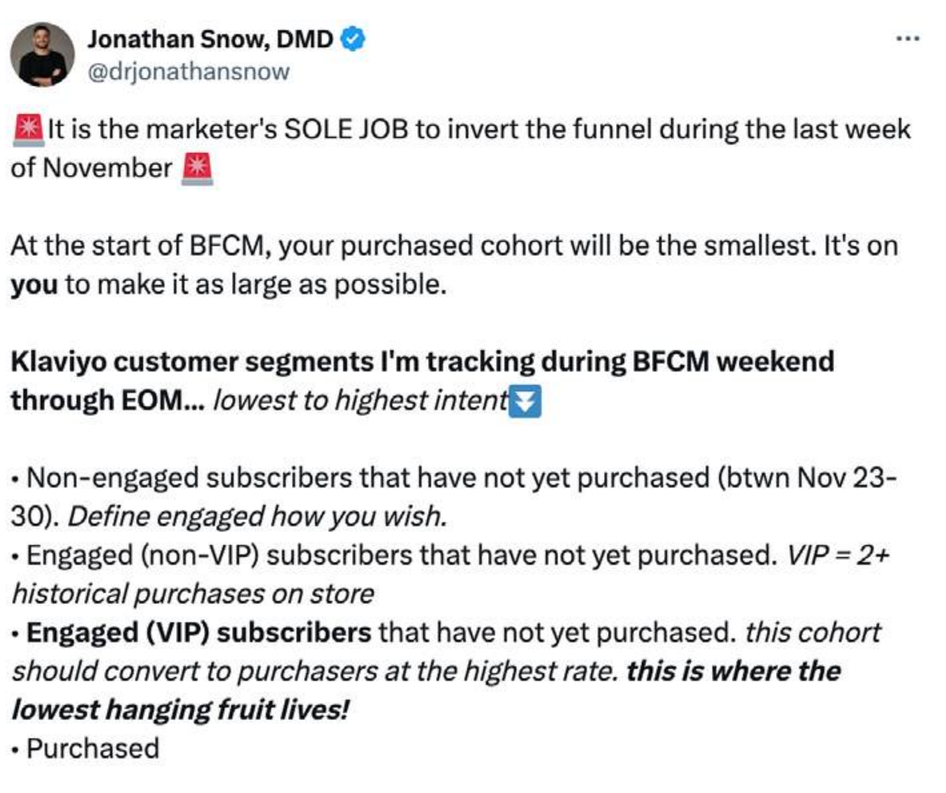
During this 4 day window, every person on social is your target market.

Inventory Forecasting: One of the biggest mistakes I've witnessed is improper inventory forecasting. Seriously, 85% of retailers are worried about inventory shortages—and for good reason. Brands either overshoot or undershoot, leading to stockouts or excess inventory that just ties up capital. Make sure your forecasting is dialed in—understocking can completely wreck your Q4.

Clear and Immediate Communication: BFCM is a frenzy of deal shopping, and consumers are bombarded with offers. I always stress the 'half-second rule': your deals need to be crystal clear within half a second of someone seeing your ad. If a customer clicks on a 25% off ad, that discount should be visible from the product page to checkout. Don't expect them to hunt around for it—they won't.

Create Urgency: Urgency drives action. Without a clear end time, customers may assume they have more time than they do and end up getting distracted by other offers. Use countdown timers and make sure the expiration of your sale is front and center.

Agility and Segmentation: Flexibility is your secret weapon during BFCM. If a particular offer isn't hitting your goals, don't wait—pivot quickly. Additionally, segmentation is key. Tailor your email and SMS offers based on customer behavior—target high-engagement subscribers who haven't yet converted with special deals, or reward your VIP customers with exclusive offers.


Jonathan Snow, DMD
@drjonathansnow

🚨It is the marketer's SOLE JOB to invert the funnel during the last week of November 🚨

At the start of BFCM, your purchased cohort will be the smallest. It's on **you** to make it as large as possible.

Klaviyo customer segments I'm tracking during BFCM weekend through EOM... *lowest to highest intent*⬇️

• Non-engaged subscribers that have not yet purchased (btwn Nov 23-30). *Define engaged how you wish.*
• Engaged (non-VIP) subscribers that have not yet purchased. *VIP = 2+ historical purchases on store*
• **Engaged (VIP) subscribers** that have not yet purchased. *this cohort should convert to purchasers at the highest rate.* ***this is where the lowest hanging fruit lives!***
• Purchased

How Free Gifts Can Drive Higher Cart Values and Customer Satisfaction

with Leighton Penrose Owner & Head of Strategy, Leading Social

One effective strategy to boost AOV during the Black Friday and Cyber Monday period is offering a free gift with purchase. This approach not only enhances the perceived value of the order but also encourages customers to increase their cart total to qualify for the bonus item.

Why It Works: Free gifts, such as a branded tote bag or a mug, are low-cost items that can significantly elevate the perceived value of a purchase. Customers often feel rewarded when they receive something extra, making them more likely to add additional items to their cart to reach the required threshold & more importantly complete their purchase. The key to success here is ensuring that the free gift is both appealing and aligned with your brand.

Example in Action: For instance, when working with Bahama Skin, we added a branded plastic cup as a free gift for customers who met a certain spend threshold. This small addition led to a noticeable increase in AOV as customers were motivated to add more products to their cart to receive the free cup.

Implementation Tip: To ensure a seamless customer experience, have the free gift automatically added to the cart at checkout once the customer meets the minimum spend. This reduces friction and decreases the likelihood of cart abandonment.

3
PROFITABLE ACQUISITION

"Growth is not just about getting more customers,
it's about getting the right customers."

BRIAN BALFOUR

Simplicity & Focus for Success

with Eddie Cheng, co-owner and marketing man at VIBAe

As BFCM approaches, how you organize your ads can really impact your success. The weeks before BFCM are super important for setting up your campaigns appropriately to get the best results.

1. **Keep It Simple:** Start narrowing down your best-selling products and ads. This helps you avoid spreading your budget too thin. For example, at VIBAe, we make sure most of our scaling budget is ready for our top product, ROMA. By keeping other products in separate campaigns, we can better control spending and overall performance.

2. **Think About Profit:** It's not just about making sales... it's about making money. We use StoreHero to help us see what campaigns and products are making the most profit, which will become even more important as we start spending more. Access to information like this has helped us spot good trends and feel confident in investing more for growth this year, and we've already beaten last year's results!

3. **Test Your Ads:** Once your campaigns are doing well and making money, start testing new ads, messages, and website pages. We plan these tests months ahead of BFCM to make sure everything works great during peak shopping season.

Re-focus your marketing strategy around driving profitable new customer growth

with Brendan Almack, Managing Director, Wolfgang Digital

One of the most surprising aspects of DTC in 2024, or for any e-commerce brand, has been how hard they now need to work to grow their customer base.

Back in the early days of DTC and digital marketing, simply using performance marketing channels such as Google or Facebook would guarantee customer growth. However, the landscape has changed and advances in AI used by these platforms combined with buying objectives such as ROAS bidding, mean that some platforms skew too much in favor of existing customers.

Battling against this to add net new customers is now one of the most important strategies for any DTC brand. New customer growth is key to brand growth, it's literally how brands grow.

Brands can fight this battle on a number of fronts. It starts with accurate reporting of how many new customers you're acquiring, but then shifts to experimenting with strategies designed to grow that customer base. At Wolfgang we've been helping DTC brands expand into new regions and using social channels to target and acquire new demographics. Crucially, we have also been refocusing strategies and KPIs around new customer growth, highlighted by our recent work for PetStop where we delivered double digit new customer growth with an integrated marketing strategy.

How You Should Structure Your Ad Account for BFCM Success

with Josh Fletcher, Founder, Target

There is no one-size-fits all or silver bullet with paid search and social ad account structures. Structure should be dependent on your brand's objectives, size of budget and bid strategies. However, there are tactics for peak trading that we encourage all eCom brands to consider in order to maximise paid media profitability ahead of BFCM.

1. **Ensure total clarity on your North Star paid media metric.** Your paid media team needs to know exactly what to optimize for during peak—contribution margin or new customer volume. It can't be both. Clear goals help them make better decisions on when to push or hold campaigns. Have this documented and campaigns ready by Friday, October 25th.
2. **Launch a pre-BFCM exclusive early access campaign**. Last year, two brands succeeded by launching an email capture campaign on Meta in late October, benefiting from lower CPCs/CPMs, and reaching prospects more cost-effectively via email during BFCM.
3. **Submit and pause BFCM ads 24 hours before launch.** This allows time to resolve any disapprovals before the launch date.
4. **Keep your top-performing evergreen ads running alongside BFCM ads**. These campaigns have valuable data and often produce excellent results during BFCM.
5. **Focus campaign messaging on your irresistible offer.** BFCM is not the time for out-of-the-box creativity; keep it simple. Use DPA product overlays on Meta, and on Google, utilize promotional assets, Merchant Centre promotions, and time-sensitive countdowns in Search Ad titles to create urgency.

Let Meta's Algorithm Drive Your Ad Success

with Bradley Hillier, Founder & Director of Vast Media Marketing

Meta knows best. Now that's a hard statement for us direct response advertisers to admit, but is it true? Deep down - 9/10 times it is. Especially in the case of "Targeting".

The days of audience insight hacking your way to discover new and untapped Interests you can use for detailed targeting and lower CPMs are long gone.

Meta has continued to remove certain detailed targeting options & they will continue to push advertisers towards a simplified structure.

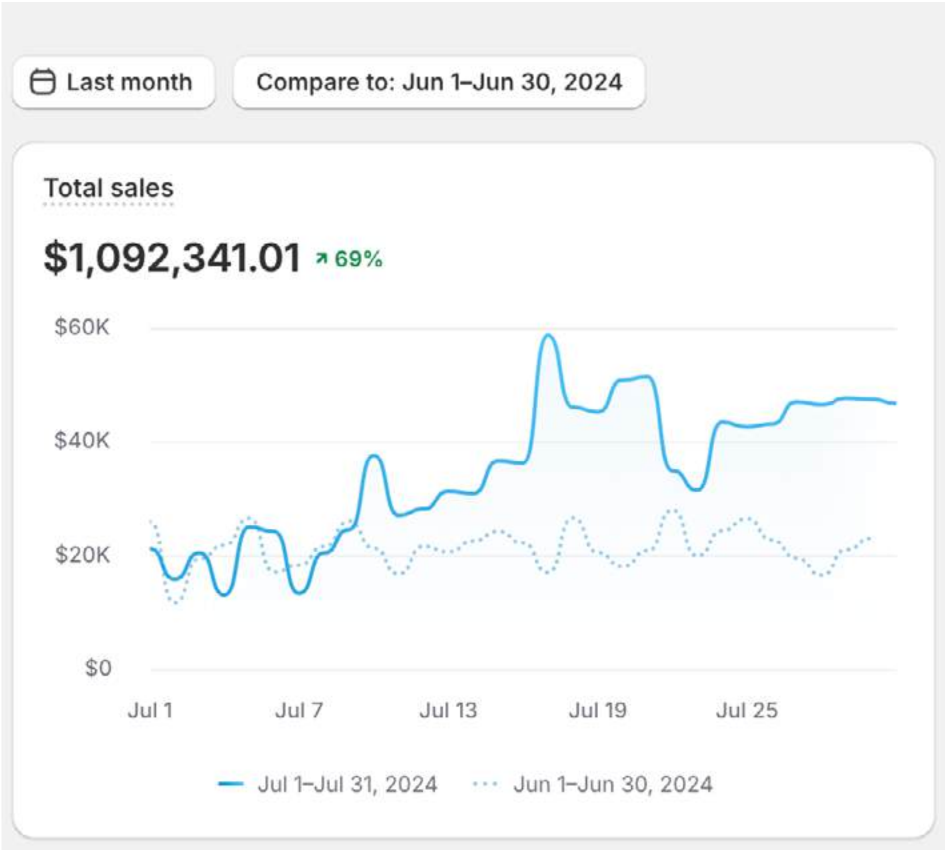
From our experience, (over 8 years running ads on the platform & spending over £4 Million per month currently) Broad targeting is best. Why? Because Meta's "targeting" is actually done at the ad level. This is where we are deeply targeting.

Their algorithm is designed to display ads to users based on a huge variety of data points they have that we can't even see. And it works incredibly well.

Broad is the most scalable option there is as it allows Meta to make decisions based on real-time data. Interests & Look-a-like audiences will always be limited as they begin to run out of people & Meta can't make real-time data decisions like it can when it has the reins.

If you're still trying to eek out an incremental 0.1 ROAS gain or 1% drop in CPA through your audience targeting, you're playing the wrong game. Simplicity scales.

Take this case study of ours from 2024 as an example...



We were able to scale a fitness brand in the US from $0 to their first $1m month within 3 months using Meta as the primary acquisition channel. We did this using Broad targeting. No Interests or Look-alikes.

Stop fighting the machine. Lean into it. Focus on what really matters & the bigger levers that you can affect to impact the above. The CREATIVE.

Happy scaling.

How AI-Powered Personalization and Nano-Influencers are Slashing CAC

with Steve Hutt, eCommerce Fastlane

What has surprised me about the DTC landscape in 2024 is the rapid acceleration of AI-powered personalization and its impact on customer acquisition costs (CAC). Many DTC brands have struggled with rising CAC in recent years, but AI has enabled a level of hyper-personalization that's dramatically improving conversion rates and lowering acquisition costs.

For example, I recently spoke with the founder of a DTC skincare brand who implemented an AI-driven product recommendation engine. By analyzing thousands of data points on each visitor in real-time, they're able to instantly show the most relevant products and offers. This led to a 40% increase in conversion rate and a 25% decrease in CAC within just two months.

Another surprising trend is the rise of "nano-influencers" in DTC marketing. These micro-influencers with highly engaged niche audiences of 1,000-5,000 followers are delivering incredible ROI compared to celebrity influencers. One apparel brand I interviewed is seeing 5x higher engagement rates and 3x lower cost per acquisition with nano-influencers versus traditional influencer campaigns.

The key takeaway for DTC brands in 2024 is to leverage AI for hyper-personalization while also tapping into nano-influencers to build authentic connections with niche audiences. This combination can significantly lower CAC while improving customer lifetime value.

The Top 5 Ad Formats
Driving Meta Ads Success in 2024

with Charlie Williams, Founder/CEO of Paradigm Media

Creatives are becoming ever more important in Facebook advertising and are the real needle-mover in any ad account. Gone are the days of pinpointing your target audience through demographics, now your ad creatives need to do the targeting for you. We have tried and tested thousands of ad creatives in 2024, and these five winning formats have proved successful time and time again.

Educational, upper funnel video content (product explainer): We audit more than 10 ad accounts per week. I'd say this is the content format most brands miss the mark on, they all have great mid funnel/ bottom funnel ad content which leads to FB doing lots of retargeting and frequency going through the roof. Upper funnel video explainer content is how you're going to tap into new pockets within your audience and reach as many new people as possible. See Example 1 | See Example 2

Feature Point-outs: In 2024, attention spans are short, and you need to get your point across quickly, before people scroll on. Feature point-outs allow you to share multiple product benefits in a concise, skimmable way. This simple format has proven to be incredibly successful - this example from a client account has profitably spent over £100k since November last year.

Social Proof: It's one thing *you claiming* how great your product is, but it means that much *more* coming from your customer. Don't limit yourself to showing just one review at a time, creatives featuring multiple quotes work well to create a hype around your product.

Green Screens: Although these came around on TikTok, we see really strong results using them in our partners' Meta ads. They have a real organic native feel, and do a good job of overcoming banner blindness within your customer when scrolling. [See Example 1] or [See Example 2]

Us vs them: Whether you're comparing your product against a competitor, or a single-purchase option against a subscription, comparison ads are a great way to demonstrate the extra value you provide. This puts your offer into perspective when compared to your competitors.

Some more formats we try to test in all accounts: Founders video, Problem / Solution, Before and after, POV, Reasons why.

4
PROFITABLE RETENTION

"Customer retention is not a one-time event, it's a lifelong commitment to earning and re-earning the customer's loyalty."

SHEP HYKEN

Email Marketing - 10 Tips for Success

1. **Black Friday List Building:** Prioritize building email and SMS lists. Use popups, signup forms, and incentives on your website. Test offers for different order values. Prioritize website signups over Facebook Lead Ads. Gather emails in October for maximum value.

2. **A/B Testing:** If you haven't begun testing, start now. Optimize your campaigns before November and continue testing thereafter. A big one we see here is plain text vs graphic heavy variants.

3. **Data-Informed Offers:** Base your BFCM offers on data. Discounts between 10-25% show higher click rates. Determine your goals, considering profitability, customer lifetime value, and stock availability.

4. **Personalized Quizzes & Guides:** Use quizzes and holiday guides to grow your list. They inform and offer product recommendations. Quizzes provide high conversion rates, leading to tailored marketing campaigns.

5. **Update Email Flows for BFCM:** Adapt your email content for the holiday rush. Highlight offers in core flows like abandoned checkouts. Adjust product recommendations for BFCM offers.

6. **VIPs Deserve More:** Reward high-value customers with special offers, such as exclusive discounts or early sale access.

7. **Mobile Optimization:** Ensure a seamless mobile shopping experience. Prioritize legibility in emails and use preview modes in your email marketing platform for device testing.

8. **Holistic Experience:** Evaluate the entire customer journey, from purchase to post-purchase interactions. Aim for clarity and consistency across all touchpoints.

9. **Effective Email Design:** Look for design inspiration online. Prioritize accessibility, content hierarchy, clear CTAs, and brand consistency. Ensure quality checks.

10. **Brevity is Key:** Emails under 160 words have the best click rates. Keep subject lines under 40 characters. Make emails focused on conversion with clear offers and actions.

LTV

The Pitfalls of Relying on Revenue-Based Metrics for LTV

Understanding the intricacies of the Lifetime Value (LTV) of a customer is essential for any business aiming for long-term profitability and growth. It's crucial to realize that the 'V' in LTV isn't merely about the revenue generated. Instead, it should reflect the genuine gross profit earned from a customer.

If your brand or agency continues to lean on a revenue-based formula for LTV, it's time for a shift. While revenue is naturally a component of LTV, it's the gross profit derived from each customer over their lifetime that truly matters. By honing in on this refined definition of LTV, businesses can make informed decisions about customer acquisition and retention, ensuring sustainable and scalable growth.

The Nuances of LTV/CAC Ratio

The LTV/CAC ratio provides a comparison between the value a customer brings and the cost incurred to acquire them. A ratio below 1.0 indicates a loss, while anything above suggests profitability.

Determining "Lifetime" in LTV

When assessing LTV/CAC, defining "lifetime" is pivotal. Depending on the brand's industry and age, businesses might consider several "lifetimes", including:

- Actual total lifetime
- 3 years
- 1 year
- 6 months
- 90 days

Tracking these varying periods provides insights into the LTV/CAC ratio's evolution, empowering businesses to tweak their customer strategies and remain nimble in the face of market shifts.

Decoding Contribution Value

To fathom the actual value a customer brings, one must account for numerous costs. By deducting expenses like Product Costs, Transaction Fees, Fulfillment Fees, Shipping Fees, and Taxes from the Lifetime Revenue, you get the Contribution Value – the true 'V' in the LTV.

Striking the Right LTV/CAC Balance

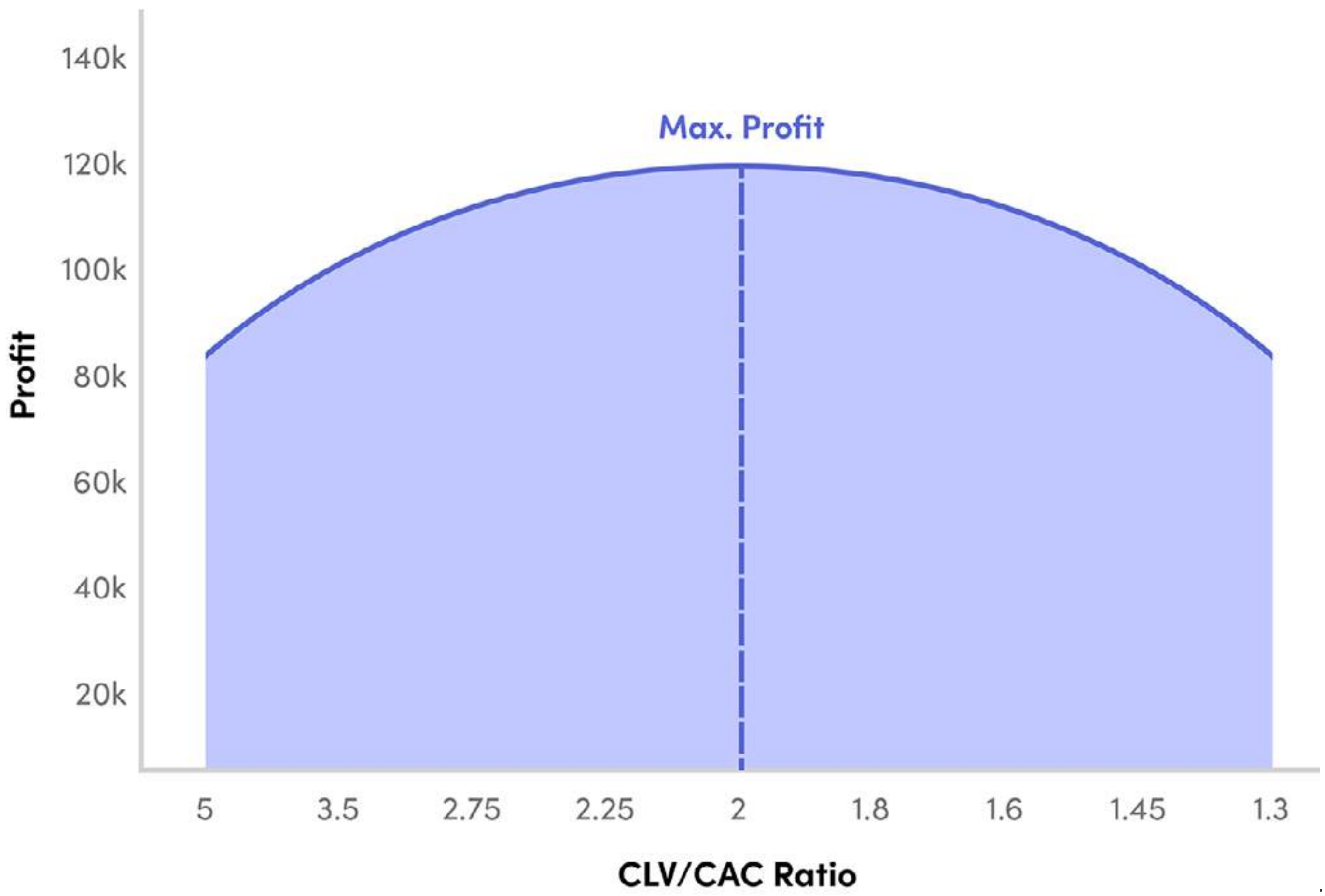
Typically, an LTV/CAC ratio between 3 to 5 is deemed good. For instance, if acquiring a customer costs $50, and they bring $150 in value throughout their association, the LTV/CAC ratio is 3.0. Such an approach ensures businesses don't overstretch on customer acquisition and fetch appropriate value from each customer.

The Journey to Maximizing Profits via CLV/CAC

CLV and CAC, while dealing with revenues and variable costs, operate at different timeframes. CLV offers an ongoing picture, encapsulating revenue, COGS, and other associated costs, while CAC focuses on the initial investment to bring a customer onboard.

While a higher CLV/CAC ratio might seem alluring, aiming for the peak might not always yield the highest profitability. For instance, a company acquiring 100 customers per month with a CLV of $200 and CAC of $40, yielding a CLV/CAC of 5, generates a profit of $16,000. But, by spending more on marketing, although the CAC might rise, the overall profit might soar, even if the per-customer profit shrinks.

This relationship between CAC, customer acquisition, and profitability isn't always linear. Sometimes, investing in reducing CAC might be the ticket to higher overall profitability. For businesses, it's crucial to comprehend their unique context, margins, and the interplay



between CAC and marketing spend. Moreover, if a significant chunk of CLV emerges post the initial purchase, it becomes a pivotal factor in the CLV/CAC calculation.

The Dynamic Between Profitability and Growth

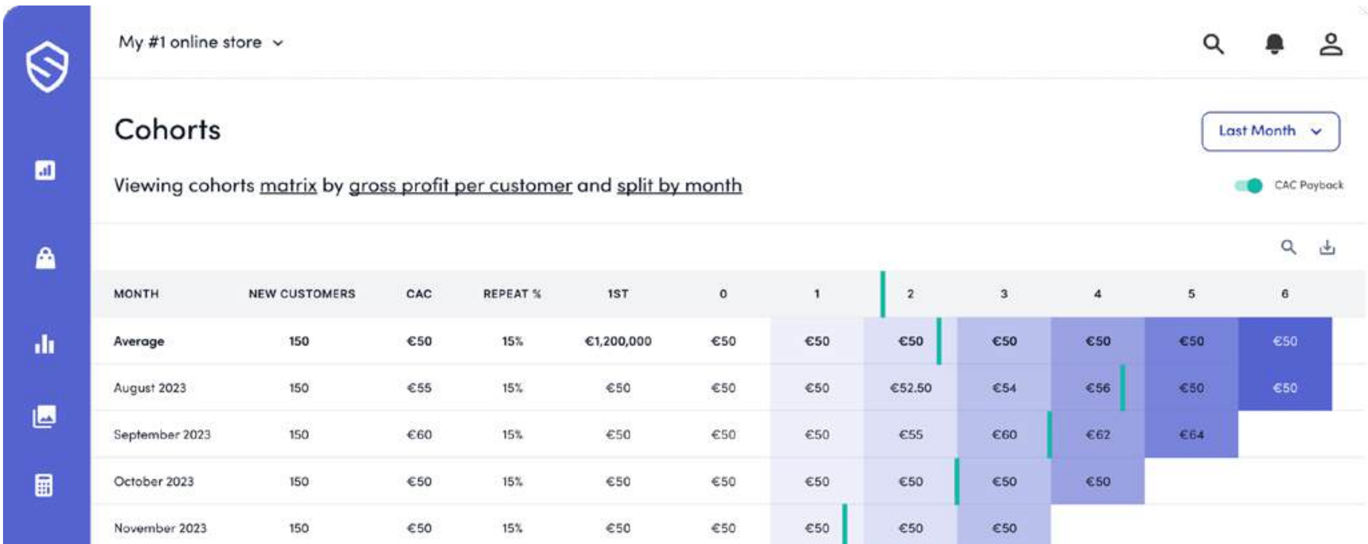
Many businesses face the dilemma of choosing between aggressive growth and sustained profitability. A company might be operating at a high CLV/CAC ratio and thus achieving a robust profit per customer, but it might be missing out on broader market opportunities. By reallocating resources to boost customer acquisition (even at the expense of a slightly higher CAC), businesses might see a surge in total profits despite a drop in the CLV/CAC ratio. Hence, it's essential to strike a balance between profitability per customer and market expansion.

Leveraging Data for Decision Making

In the era of better data and analytics, businesses have an array of tools at their disposal to track, measure, and optimize their customer value metrics. By using data-driven insights, companies can fine-tune their marketing strategies, pricing models, and customer retention initiatives to achieve an optimal LTV/CAC ratio tailored to their specific industry and market conditions.

Holistic View of Customer Relationship

While LTV and CAC provide invaluable insights into the financial aspects of customer relationships, businesses must also consider qualitative factors. Customer feedback, brand loyalty, and referral rates are crucial metrics that can impact the long-term success and reputation of a brand. Cultivating a holistic view of customer relationships that incorporates both financial metrics and qualitative insights will position businesses for sustainable growth and success.



Returns

A great delivery experience doesn't end when the parcel arrives. Your returns process is just as important to shoppers as the checkout or delivery.

More people are shopping online than ever before. But, many items are also getting sent back. Most returns happen because customers aren't happy with their shopping experience. If they feel tricked or not cared for, they'll return their purchase and shop somewhere else. Accepting that returns are a necessary part of ecommerce, it's important to optimize for a smooth returns process.

6 in 10

shoppers say they've bought the same item from a different retailer because of a more favourable returns policy

75%

of customers expect free returns but only 29% of eCommerce retailers offer it

75%

of businesses wished they had made some changes to their policy over Chrismas, such as extending the timeframe or better communicating their returns offer

Want to drive fewer returns? Do as many of these as possible

1. Suggest swapping products instead of sending them back.
2. Give clear and true details about your products.
3. Show many clear photos of the product from different angles.
4. Share customer reviews, especially about size and color.
5. Make sure you send out orders quickly and correctly.
6. Use good packaging to keep products safe.
7. Keep in touch with customers after they buy to help with any issues.
8. Watch out for customers who return too many things.
9. Allow longer time for returns.
10. Offer gift cards and rewards points.

Why Direct Mail is Outperforming Digital

with Michael Epstein, Co-CEO, PostPilot

Response Rate: Direct mail response rates have been steadily improving. In 2024, the average industry response rate for direct mail stands at around 5%, compared to digital channels like email which typically see rates under 1%.

Personalization: Personalized direct mail results in up to a 3X higher response rate compared to generic mail.

Deconflicting email: Brands often avoid sending direct mail to customers already engaging with email to focus on driving incremental revenue. However, data shows a 3X incremental ROI when targeting previous customers also receiving emails, with significant halo effects on other channels.

Age: Younger generations are particularly enthusiastic about direct mail, with 57% of 18–34-year-olds saying they find it extremely or very useful and 67% of millennials finding it more personal than digital ads and emails.

Cost: Digital ad prices increased more than tenfold compared to direct mail. It was reported that the average Meta CPM increased 21% in 2023 over the previous year. By comparison, the average price to mail a single postcard only increased ~2%. This has been the trend for many years, with the cost of direct mail getting more attractive relative to digital with significantly better engagement and response rates. PostPilot has made direct mail easy and cost-effective, making it a channel every digitally native brand should test, especially in Q4.

The Power of Multichannel Strategies and Customer-Centric Planning

with Vinny O'Brien, Vinny&Co.

I was surprised at the theme of optimism that prevails, driven largely by governments. Hear me out. Across the world we teetered on recession and the reason we kept spending, by and large was due to discounting. Consumers were and are under pressure and this will not change. But positively, this has meant growth is still on the table. The challenge that I think surprised me, is that profit and growth need to co exist and that is the challenge brands failed to met.

When looking for growth we have been looking in the same places, expecting different results. However, Your customers are hiding in plain sight - marketplaces. Brands and retailers need to look at how this affects them and their strategies. I can see in North America, for example, where brands with more channels have 4X better growth than those who don't. I think EU brands and Irish brands need robust multichannel strategies beyond 2024.

We still think from the brand side out. This is just wrong. We think in terms of channels when we should think in terms of journeys. In this way we are forced to put the customer at the centre of our marketing planning and budgeting. When we put the customer back at the heart of what we do, we make better decisions. We can use data and gut data to then deliver better execution. We forget that ecommerce/retail never stops, has no end, just has cycles.Finally, we need to think differently about how we create competitive advantage. It does not exist in the places it used to - that is today's challenge.

Focus on High-Lifetime-Value Customers

with Ben Dutter, Chief Strategy Officer, Power Digital

There are only two ways to make money – getting more customers, or getting more valuable customers. Every big business in the history of commerce has relied heavily on increasing the value of their customers. Ecommerce brands usually focus on gaining new customers, but driving high lifetime value (LTV) customers is arguably more important. Gaining (and losing) a bunch of low value customers doesn't build a business.

How many times do they come back and buy again? How much do they spend each transaction? How profitable are they? Do they need deep discounts to buy?

By the time a brand starts asking these questions (and answering them), it's often too late. They've acquired thousands of customers that only buy once and never again, and the likelihood they come back drops the longer out you go. After analyzing over 1,000 ecommerce brands we've determined that on average 80% of customers only ever buy from a brand once. That's right. Four out of every five customers gained are "one and done." Over time you've churned through your entire market and your business declines.

This can be prevented by:

- Truly Understanding who your ideal customer is
- Building a business model that warrants repeat purchases
- Investing heavily in product quality that satisfies customers
- Building a brand that is differentiated and valuable

Note how nowhere in there did I say "optimize an email campaign" or "build a loyalty program." Those things might help a little bit, but at the end of the day you need enough variety of valuable products that customers can enjoy buying again and again.

5
PROFITABLE UNIT ECONOMICS

"Revenue is vanity, profit is sanity."

ANON

Why E-Commerce Brands Should Focus on Contribution Margin Over ROAS

with James Kelly, Founder, Social Enviro

When it comes to e-commerce advertising, many businesses fixate on Return on Ad Spend (ROAS) as the primary metric for success. While ROAS can provide insights into the efficiency of your ad spend, it's not the whole story. The true financial goal should be maximising variable net profit, also known as contribution margin.

Here's a short story on why: Imagine you own a lemonade stand. You spend $1 on advertising and sell one glass of lemonade for $5. After subtracting costs like lemons, sugar, and cups, you're left with $3 profit per glass after advertising. A 5x ROAS! What a feeling!

But what would it look like if you spent $30 at a lower 4x?

Or spent $100 at an even lower ROAS of 3x?

	Unit Economics	Lower Volume Example	Variable Net Profit Maximising
ROAS	5x	4x	3x
Sales	$5	$120	$300
Spend	$1	$30	$100
Variable COGS (20%)	$1	$24	$60
Variable Profit	$3	$66 🙂	$140 🤩

Suddenly, you realise that you make more variable net profit at higher levels of spend despite lower advertising efficiency.

Here is another example for a real brand we work with in the apparel industry... Along the top you have different levels of advertising spend, and down the side different levels of ROAS. The cells in the middle represent the Contribution Margin (CM) (or variable net profit) at the respective levels of ad spend and ROAS.

In this example, the variable Cost of Goods Sold (COGS) are 40%. Note how when the brand spends $10,000 at a 5x ROAS, their CM is $20,000. But if they spend $20,000 at a lower 4x, their CM is MORE at $28,000.

And more again if they spend $30,000 at 3.5x. However, note how if they were to spend $35,000 at a 3x, they would make LESS CM ($28,000) than the previous level – indicating that it is not worthwhile increasing spend for that lower efficiency as it does not maximise CM.

		Advertising Spend					
		$10,000	$15,000	$20,000	$25,000	$30,000	$35,000
ROAS	1	$(4,000)	$(6,000)	$(8,000)	$(10,000)	$(12,000)	$(14,000)
	1.5	$(1,000)	$(1,500)	$(2,000)	$(2,500)	$(3,000)	$(3,500)
	2	$2,000	$3,000	$4,000	$5,000	$6,000	$7,000
	2.5	$5,000	$7,500	$10,000	$12,500	$15,000	$17,500
	3	$8,000	$12,000	$16,000	$20,000	$24,000	$28,000
	3.5	$11,000	$16,500	$22,000	$27,500	$33,000	$38,500
	4	$14,000	$21,000	$28,000	$35,000	$42,000	$49,000
	4.5	$17,000	$25,500	$34,000	$42,500	$51,000	$59,500
	5	$20,000	$30,000	$40,000	$50,000	$60,000	$70,000
	5.5	$23,000	$34,500	$46,000	$57,500	$69,000	$80,500

Note: It is important to find your breakeven ROAS and minimum Contribution Margin needed to cover fixed costs. This will then give you a baseline on the volume and efficiency needed to, at minimum, not lose money.

When looking at your advertising, it's not just about how efficiently you're spending on ads, but how much profit those ads are generating after covering costs. A high ROAS might feel safe, but if it limits your volume, you could miss opportunities for maximising profitable growth.

When to Seek External Financing

with Katherine Chan, Co-Founder & CEO, Juice

Deciding when to take on external finance is a critical decision for any business. There isn't one simple answer to when to seek external funding, but it can be determined by the stage of a business, where they are with their growth plans, and what their objectives are for the future.

Many businesses will consider external financing when they have a clear opportunity for growth but lack the capital to seize it. Whether launching a new product line, doubling down on marketing spend, expanding into new markets, or investing in technology, external finance can be the key to strategic growth.

A lack of awareness and access to the supply of finance are the main barriers SMEs face when it comes to external funding, which is hindering their growth. For these businesses, timely external finance can make the difference between scaling up successfully and missing out on market opportunities.

One of the best times to think about taking on external financing is shortly after closing an equity round - equity funds can be put to use in building out infrastructure and complement equity funds with a non-dilutive form of debt financing to extend runway and put to use for growth activities. It's worth bearing in mind, right after closing an equity round, a business will be in a financially stronger position so will have more leverage over negotiations on pricing and other loan terms.

When considering external finance, explore the various options available to find the best fit. For example:

1. **Debt Financing:** Such as traditional bank loans and fintech debt financing provide the necessary capital without diluting ownership. Fintech platforms, in particular, offer a fresh approach with quicker approvals and more flexible terms.
2. **Equity Financing:** Such as venture capital and angel investors provides a way to raise funds in exchange for a share in the business.

Before seeking external finance, it's essential to have a robust business plan and clear financial projections in place. Lenders and investors will want to see that a business is viable and has the potential to generate returns.

It's important to remember that seeking external finance isn't just about securing funds; it's about partnering for growth. Choose a financing route and partner who share the vision, and leverage their insights and experience to fuel long-term growth.

The Trifecta You Need To Scale Profitably

with Peter Quadrel, Founder, Odylic Media

In today's landscape, brands must master the art of scaling with contribution margin to achieve profitable growth. The key lies in identifying high-potential SKUs, optimizing marketing spend and forecasting to maximize efficiency and volume.

Select products with the highest first-order margin and subsequent Lifetime Value within a measurable time frame, such as 90 days or one year. These products become your focus for paid traffic campaigns. When advertising these products, two primary methods can be employed:

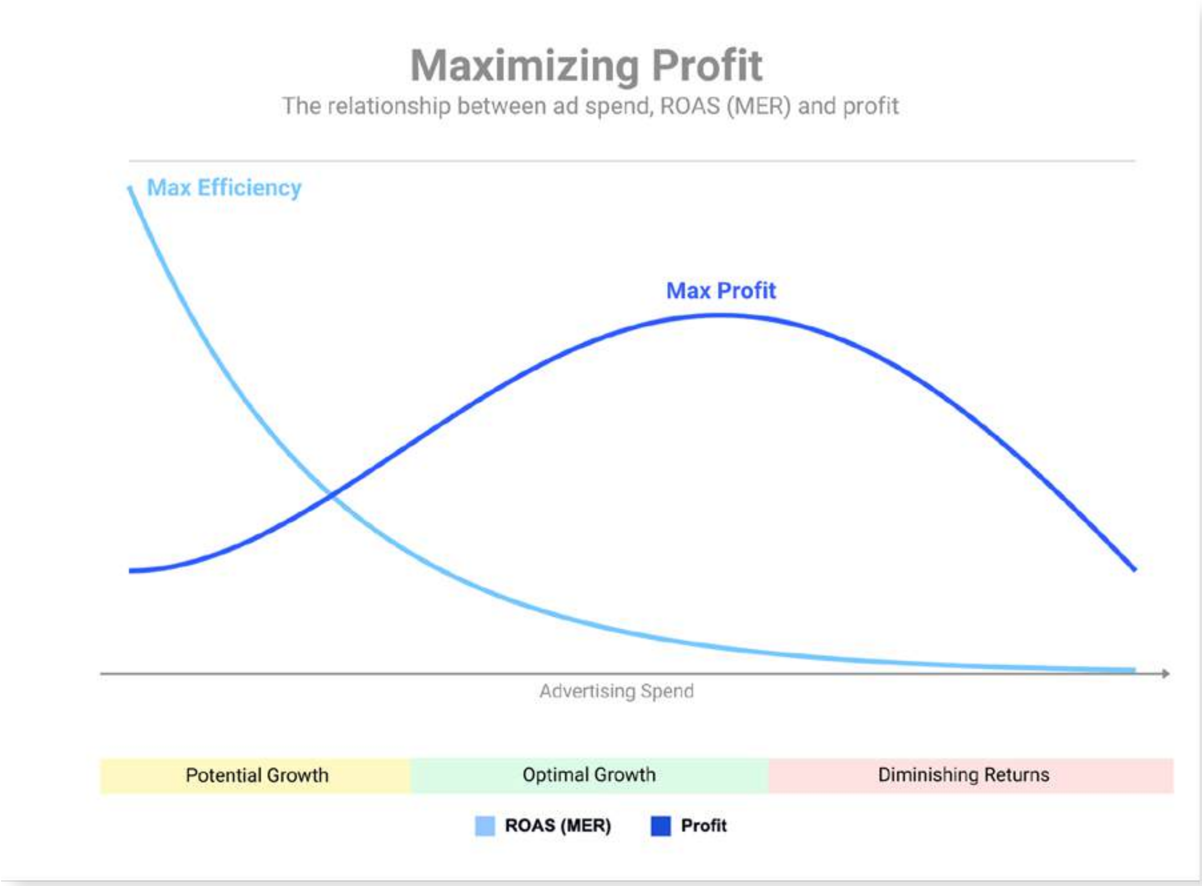
1. Cost Controls/Goals: Set per-SKU efficiency targets, allowing for precise control over marketing spend relative to expected returns.

2. Lowest Cost with Historical Linear Efficiency Forecast: Utilize historical data to create a linear forecast of efficiency at various spend levels. This informs a daily budget that will average a certain efficiency, optimizing for both volume and profitability.

Keep in mind efficiency (ROAS & MER) decreases as ad spend increases. The challenge is to find the optimal spend level that maximizes profit before efficiency decline leads to reduced profitability.

To hold every marketing dollar accountable and optimize for max profit:

1. Create daily forecasts incorporating projected marketing spend, revenue, & other costs.
2. Compare forecasts to actuals regularly.
3. Quickly identify discrepancies.



This data-driven approach transforms marketing from a cost center into a precision instrument for driving profitable growth.

The path to maximum profit begins with selecting your most profitable SKUs, then crafting a daily efficiency forecast that encompasses revenue, spend, and costs. The crucial step is to segment your campaigns by SKU, implementing either per-SKU cost control targets or data-driven daily budgets on a lowest-cost basis.

This trifecta approach—product selection, forecasting, and granular campaign management—unlocks the sweet spot where efficient scale meets optimal profitability.

[Brands can access the free forecast here.]

Acknowledgements

A big thank you to all of our incredible contributors who took time out of their busy schedules to share some of their expertise.

Steve Hutt Founder & Host of eCommerce Fastlane

eCommerce Fastlane is the leading podcast and resource for Shopify store owners looking to accelerate growth. Founded by Steve Hutt, DTC founder and former Shopify employee, we provide actionable strategies and insights from top ecommerce experts to help brands thrive. Learn more

Vinny O'Brien Analyst and Media Producer - RMW Commerce

Vinny has been in ecommerce for just shy of 20 years. He continues to work with some of the world's biggest brands in strategy and training roles. He has been a lecturer in Dublin City University and has delivered training to over 1000 companies over the last 6+ years. Clients today include General Motors, BigCommerce and Shopware. Learn more

Brendan Almack Managing Director Wolfgang Digital

Wolfgang Digital is a performance marketing agency, specialising in e-commerce and obsessed with profitable business growth. We're the current holders of the Best Global PPC Agency at the Global Search Marketing Awards. We use integrated marketing strategies designed to help businesses grow. Learn more

Gerard Keohane Founder & Director, StudioForty9

StudioForty9 is a transformative digital agency that empowers businesses to achieve exceptional ecommerce growth. Founded in 2006 by ecommerce expert Gerard Keohane, StudioForty9 specialises in delivering cutting-edge omnichannel retail solutions, driving ecommerce performance, and executing high-impact digital marketing strategies. Learn more

Jon Blair Founder and Fractional CFO at Free to Grow CFO

Free to Grow CFO is a specialized fractional CFO and bookkeeping firm dedicated to helping DTC eCommerce brands scale with healthy profit and cash flow. Our team of seasoned accountants and CFOs has worked as in-house leaders for growing DTC brands, so we understand the stress and challenges founders face. Our mission is simple: to help brand founders break free from the overwhelm of growth, providing the financial clarity and support they need to succeed. Learn more

Donal Breslin Managing Director, Nomad the Label

Nomad the Label is an DTC women's fashion brand based in NSW, Australia. Founded in 2020 by a husband-and-wife team. They've been on amazing growth journey, where they found a gap in the online market for comfortable linen clothing. After achieving product market fit, they leveraged paid social media to grab the attention of their target audience. Learn more

Ross Allsop Director of Growth, Pangaia

PANGAIA designs products for living in, for any situation and for basic needs. PANGAIA creates products with smart technology and use as many sustainable & recyclable elements as possible. Learn more

Kieran Lawler Head of Strategy at Velstar

Your partners in commerce. A dedicated Shopify agency, we specialise in building, growing and scaling Lifestyle brands. We're end-to-end partners for brands that want to be more than just a purchase. Learn more

Leighton Penrose Owner/Head of Strategy at Leading Social

Leading Social is a Dublin-based ecommerce agency specialising in driving online business growth through acquisition, retention and financial forecasting/ planning. The agency serves a diverse range of clients across Europe and the United States. Learn more

Jon Snow Managing Director, Miami at Avenue Z

Avenue Z is a leading social commerce agency that specializes in driving influence across all channels. As a top Shopify Plus, TikTok Shops and StoreHero channel partner, Avenue Z specializes in ecommerce strategy, content and media for growth-focused brands. Learn more

Charlie Williams Founder of Paradigm Media

We're a small team of senior Ecom Growth experts based in Manchester. We scale brands to 8 figures through paid advertising with scroll stopping content, and a data-driven approach. Instead of boring you with posh marketing jargon like every other run-of-the-mill agency, we let our results do the talking. Learn more

Josh Fletcher Founder of Target

Target is a performance marketing and eCommerce growth agency. We help high potential eCommerce brands to grow more predictably, more profitably and in style through paid media, creative and SEO. Learn more

Brad Hillier Founder & Director of Vast Media Marketing

At Vast we focus on scaling eCom brands to 8 figures & beyond by focusing on new customer acquisition, financial strategy & performance creatives. We combine in-depth forecasting from your previous data & performance goals to align on KPI's & plot a strategy to execute against. This includes full creative support & performance across Meta, TikTok & Google. Learn more

Eddie Cheng Co-owner and marketing man at VIBAe

VIBAe is a footwear brand that spends six figures per month on social media advertising. VIBAe is a Californian-Finnish footwear brand that makes stylish, eco-friendly shoes with a focus on comfort, using sustainable materials and minimalist designs. Learn more

Michael Epstein Co-CEO, PostPilot

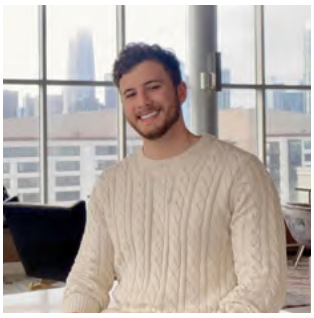
PostPilot is the direct mail platform built for modern online brands. It natively integrates with Shopify to create hyper-targeted, automated retention and acquisition campaigns. With advanced analytics and real-time reporting, it's easy to track and optimize performance. Learn More

Ben Dutter Chief Strategy Officer at Power Digital

Power Digital is a growth marketing firm fueled by technology and driven by a talented team of consultative marketers, creatives, analysts and technologists. We ignite revenue growth and brand recognition for leading and emerging brands around the world. Learn more

Katherine Chan Co-Founder & CEO at Juice

At Juice, we specialise in empowering digital-first companies to achieve rapid growth and market dominance. With transformative funding options ranging from £100K to £4M, we cater to the unique needs of ambitious entrepreneurs and visionary founders. Learn more



Peter Quadrel Founder, Odylic Media

At the intersection of finance and AI-powered advertising, we scale premium/luxury brands predictably and profitably. Our holistic growth protocol combines performance-optimized creative with daily forecasting, tailored for the current market. We've proven our expertise by propelling 7-9 figure brands like Kinn Studios, Collars & Co, and Chike Coffee to new heights. Partner with us to unlock your brand's full profit potential in Q4. Learn more

James Kelly Founder, Social Enviro

Social Enviro is a performance and retention marketing growth partner for ambitious brands. We work with a wide range of brand partners from the US, UK, and Ireland and find winning strategies to acquire and retain customers, at scale, profitably. Learn more