



SOLVING THE DIGITAL PUZZLE

WHO: PureWash by EdenPure.

CHALLENGE: Promote the initial product launch of PureWash by EdenPure across traditional and digital media.

SOLUTION: Using linear tv, direct mail, paid search and programmatic display to promote and drive ecommerce and mail order sales in a traditional As Seen On TV direct response marketing model. After analyzing the cost of goods sold, we determined the production cost were \$100/unit, advertising at \$100/unit, and profit at \$100/unit, we established a CPA of less than \$25 to promote a \$300 product. Regression algorithms were used to identify recency and frequency of direct mail, GRP was used to measure linear tv, and CPA was used to measure ecommerce sales.



RESULTS: We drove approximately \$75M in sales of the PureWash product across all media vehicles and marketing channels. Site traffic to their ecommerce store steady increased month-over-month reaching over 9:1 ROAS within the first few months.

\$75 MILLION IN SALES

9:1 ROAS

TIME TO GET DIGITAL SOLVED