

thought mix

Cox & Cox

Supporting Aggressive Scale Up Growth

Cox & Cox





Goals and Objectives

Drive Awareness and Growth

Under new ownership, Cox & Cox had a deliberate plan to scale their business. Traditionally built on catalogue sales, this DTC retailer wanted to aggressively acquire new customers while also driving revenue and cashflow to sustain growth.

Ambition:



- Grow New Customer Acquisition
- Aggressively Grow Revenue
- Diversify Partnerships

Objectives:



- 50% YoY Growth
- Increase Active Partners by 40%
- 30% New Customer Sales

The Results

Not only did we drive far more new customers to the brand, but we also delivered a substantial increase, from an average £2k per month, to over £200k per month in its first year.

+193%

Increase in
Net Revenue

New Customer Sales

63.6%

+660%

Conversion
Increase

ROAS

15.1x

345

New Content
Partnerships

HOW WE DID IT

Cox & Cox

Deliberate Strategy for Growth

With a healthy AOV and a beautiful product, the last challenge was driving partner's awareness of the brand, targeting activation of new affiliates to promote Cox & Cox

Amplify Discount Strategy

Cox & Cox's model was to offer a consistent discount across catalogue and website. Our role was to secure coverage of the same offer to amplify sales and reach new audiences. The incentive strategy was vital to acquiring new customers.

Attribution

Working with Cox & Cox's attribution tools, we identified partners delivering increased numbers of new customers, helping us to exploit opportunities with those for increased growth.



Full Funnel Coverage

To achieve aggressive revenue growth, and the number of new customers, we delivered a full-funnel strategy targeting content for brand awareness and to build affinity, and incentive partners to drive conversions.

Key Relationships

On behalf of REN, we build key relationships with more than 345 new publishers that we recruited onto the program in the first year.

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