

thought mix

REN Skincare

Case Study for Driving Awareness and Growth

REN
CLEAN SKINCARE





Goals and Objectives

Drive Awareness and Growth

Owned by Unilever, REN Skincare has been reliant on its distribution arm for growth. They appointed us to improve their DTC offering through affiliate to drive brand awareness and growth to the top line.

Ambition:



- Grow New Customer Acquisition
- Reduce Cost of Sale (CAC)
- Increase Content Partnerships

Objectives:



- 10% YoY Growth
- Improve Publisher Conversion Rate
- Increase Active Publishers

The Results

For an already established program, we delivered clear, measured results to drive improvements across the program.

+42.31%

Increase in
Net Revenue

CAC Reduced by

8.8%

+39%

Conversion
Rate Increase

ROAS

13.7x

235

New Content
Partnerships

HOW WE DID IT

Clear Strategy and Goals

With a defined strategy to improve the number of partnerships actively promoting REN Skincare, and to drive quality revenue, we could deliver a strategy to execute those goals.

Time with Publishers

Publishers were promoting 3rd party retailers selling the REN range. By spending time with publishers to educate them on the DTC proposition, we were able to redirect traffic to the brand directly, and build a longer-term content generation pipeline.

Effective Reporting

Using our extensive insights and reporting engine, we could identify publishers delivering incremental publishers, supporting them with more investment for growth.



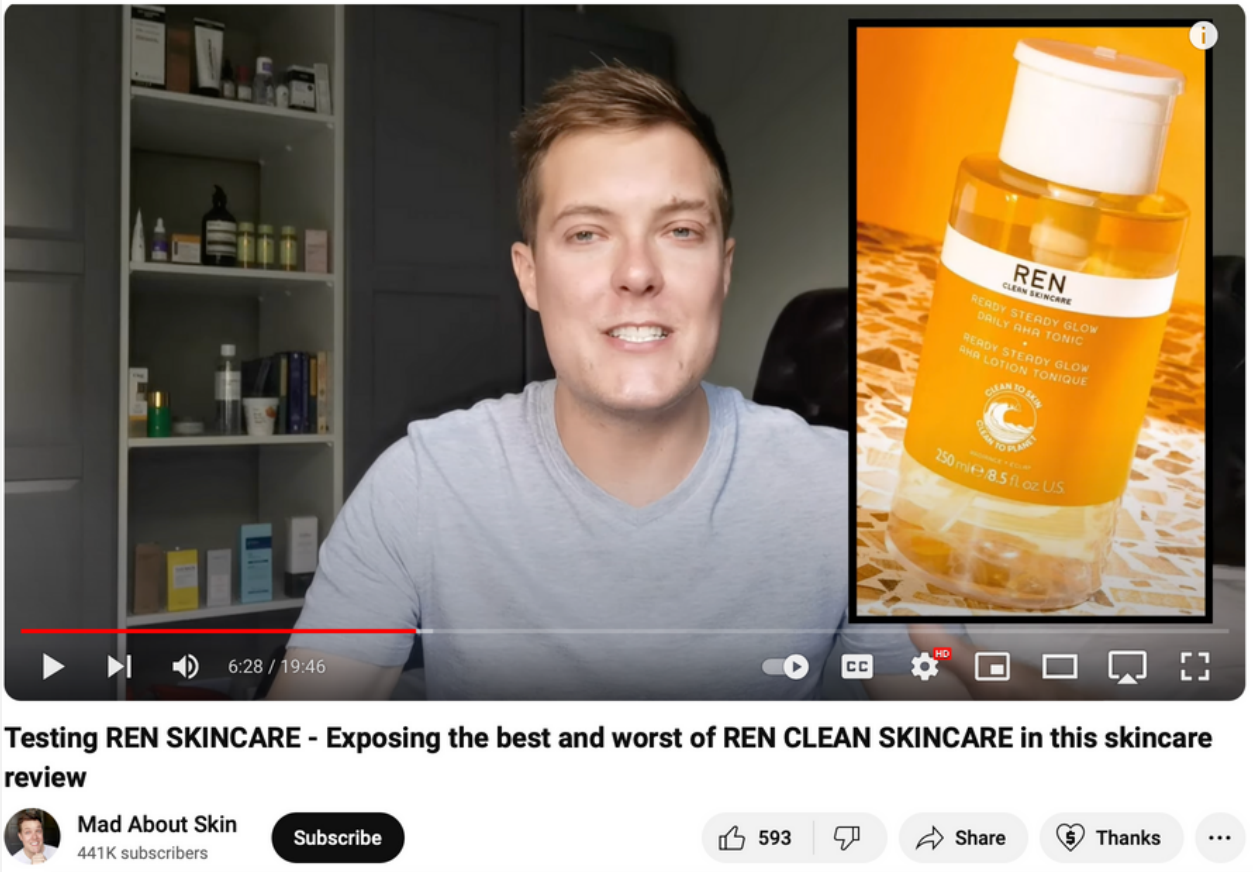
Content Partnerships

A systematic content delivery campaign was introduced to ensure consistent, product-specific content delivered to newspapers and magazines for consistent coverage, supporting their wider PR effort.

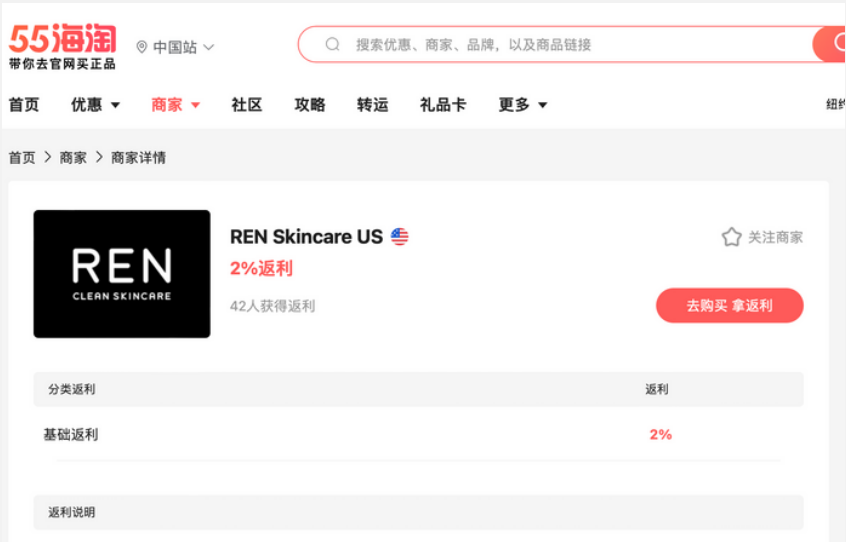
Key Relationships

On behalf of REN, we build key relationships with more than 235 new publishers that we recruited onto the program in the first year.

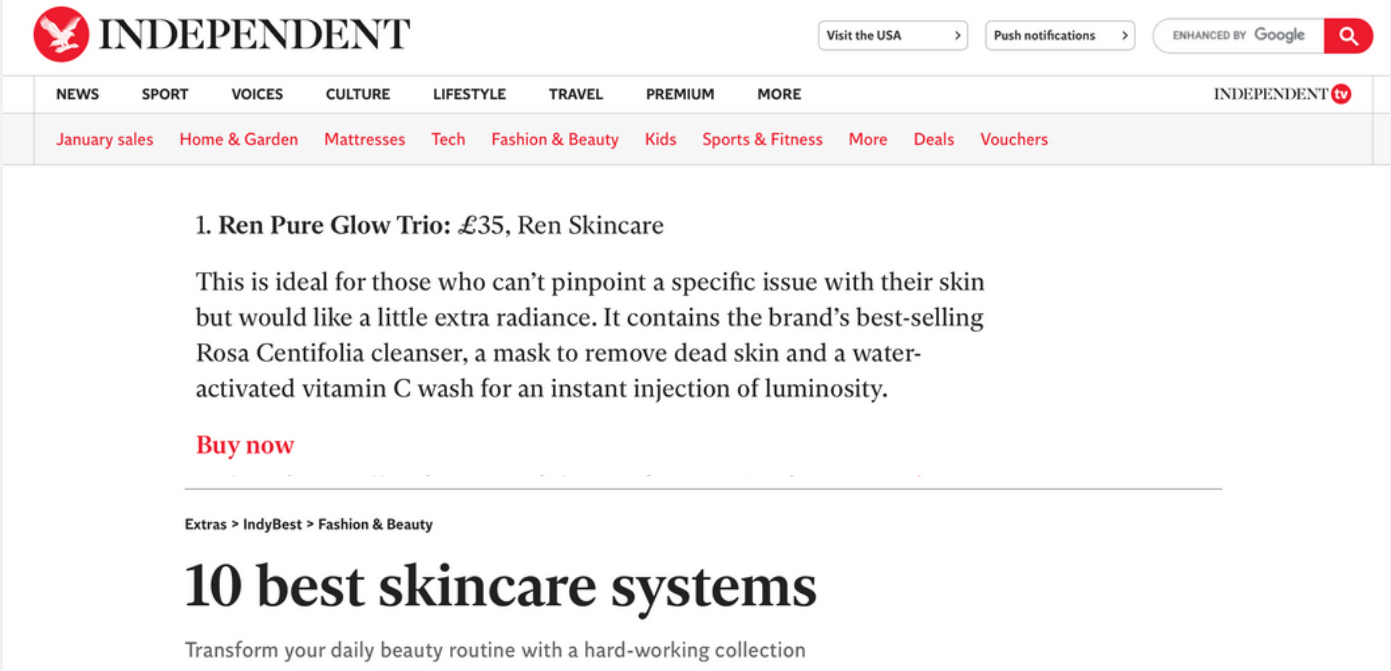
Examples of Content Delivered



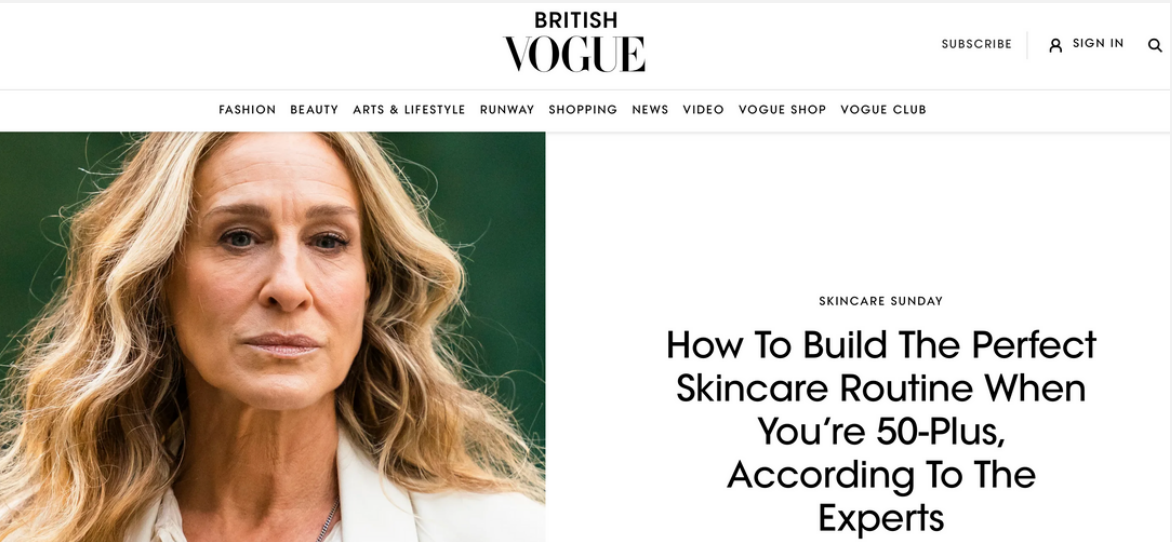
Mad About Skin (441k subscribers)



55Haitao



The Independent Online



British Vogue Digital



Curdiously Conscious (100k+)

thought mix

