

cleure[®]
for Sensitive Skin

Client Case Study

Cleure emerges as a new leader in the skincare industry dominating its category

GOALS!



8X ROAS

ROAS achieved on Facebook ads campaigns



44% CAC

Reduced the cost of the avg. CAC from Paid Socials.



66%

Increased overall site add to carts



4:1

Return on customer repurchase rates



Our Approach

Brief Introduction

Every business is unique, so why settle for traditional marketing campaigns that prove no ROI? Brenton Way's core belief is that your uniqueness is followed with tailored solutions by a world class marketing team. Expect agile growth across various verticals and a planned out long-term strategy to position you as a thought leader in your vertical.



Marketing objectives and strategy

Expectations and outcomes

Objectives

Our main goal was to increase Cleure's growth and profitability by enhancing customer engagement, optimizing conversion rates, and reducing customer acquisition costs through strategic marketing efforts.

Strategy

We implemented a comprehensive, multi-channel marketing approach, which included personalized email marketing, SEO optimization, social media outreach, content creation, and an interactive skincare quiz to provide personalized solutions and simplify the customer journey.



Company



Website

cleure.com

Company Focus

Cleure's hypoallergenic hair care products are well-suited to those with skin sensitivities, and free of common irritating ingredients such as parabens, sulfates, fragrance, and other harsh chemicals.



Findings

We identified that an interactive skincare quiz could potentially improve user engagement and conversion rates, marking it as a promising top-of-funnel conversion tool.



Findings

We hypothesized that a personalized, multi-channel marketing strategy could potentially lead to a decrease in Customer Acquisition Cost (CAC) and an increase in Monthly Recurring Revenue (MRR).



Our Market Strategies for Success

Interactive Quiz Drives Customer Engagement and Conversion

We developed an interactive quiz that focuses on the concerns of consumers through learning.

Creative strategy development for ads

We deepened customer relationships, increased engagement and conversions, and effectively decreased Cleure's Customer Acquisition Cost (CAC).

Amplified Brand via Multichannel Campaigns

We implemented a comprehensive strategy across various channels, leading to increased customer engagement, and a surge in add-to-cart actions.

**Not sure where to start
your skin care routine?**

We're here to help! Take this short quiz.











START QUIZ



Interactive Quiz: A Key Conversion Tool for Cleure

**We created the
interactive skin care
regimen quiz which
saw over 5,000+
monthly fills**

A/B testing matters before scaling ad spend

<input type="checkbox"/>	Off / On	Ad	Results	Reach	Impress	Cost per result	Qual rank Ad...	En rat rar A...	Cor rate rani A...	Amount spent	Link clicks	Website purchas	CTR (link cli...	CPM (cost per...	Purchase: conversio value
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Image5	8 ^{ROI} Website Pur...	8,420	13,923	\$44.68 ^{ROI} Per Pur...	Aver...	Be... Bot...	Ave...	\$357.46	37	8 ^{ROI}	0.27%	\$25.67	\$452.55 ^{ROI}
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Dynamic ads - images	2 ^{ROI} Website Pur...	5,946	8,692	\$101.26 ^{ROI} Per Pur...	--	--	--	\$202.51	29	2 ^{ROI}	0.33%	\$23.30	\$122.85 ^{ROI}
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 SKUs Carousel - Copy	2 ^{ROI} Website Pur...	4,789	11,269	\$169.79 ^{ROI} Per Pur...	Aver...	Be... Bot...	Ave...	\$339.58	34	2 ^{ROI}	0.30%	\$30.13	\$72.81 ^{ROI}
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 New video 6 Body Lotion Shop now - Copy	2 ^{ROI} Website Pur...	3,439	4,670	\$52.39 ^{ROI} Per Pur...	Belo...	Be... Bot...	Ave...	\$104.77	9	2 ^{ROI}	0.19%	\$22.43	\$29.85 ^{ROI}
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Video2	2 ^{ROI} Website Pur...	1,909	3,252	\$19.22 ^{ROI} Per Pur...	Belo...	Be... Bot...	Ave...	\$38.44	8	2 ^{ROI}	0.25%	\$11.82	\$87.95 ^{ROI}
<input type="checkbox"/>	<input type="checkbox"/>	 Image 3	1 ^{ROI} Website Pur...	1,117	1,875	\$84.99 ^{ROI} Per Pur...	Aver...	Be... Bot...	Ave...	\$84.99	10	1 ^{ROI}	0.53%	\$45.33	\$35.70 ^{ROI}
<input type="checkbox"/>	<input type="checkbox"/>	 New video 3 toothpaste Shop now - Copy	1 ^{ROI} Website Pur...	4,189	5,209	\$135.79 ^{ROI} Per Pur...	Aver...	Be... Bot...	Ave...	\$135.79	31	1 ^{ROI}	0.60%	\$26.07	\$74.90 ^{ROI}
<input type="checkbox"/>	<input type="checkbox"/>	 New video 2 hair care Shop now	1 ^{ROI}	755	1,085	\$32.97 ^{ROI}	Belo...	Av...	Ave...	\$32.97	2	1 ^{ROI}	0.18%	\$30.39	\$9.95 ^{ROI}
Results from 189 ads			21 ^{ROI} Website Pur...	30,520 People	60,605 Total	\$76.98 ^{ROI} Per Purch...				\$1,616.68 Total Spent	213 Total	21 ^{ROI} Total	0.35% Per Im...	\$26.68 Per 1,000 L...	\$944.21 ^{ROI} Total



Past 8X ROAs

UGC Focused On Education, Not Overselling

User-generated content consistently highlighted specific product advantages, serving as the primary driving factor for consumer purchases.

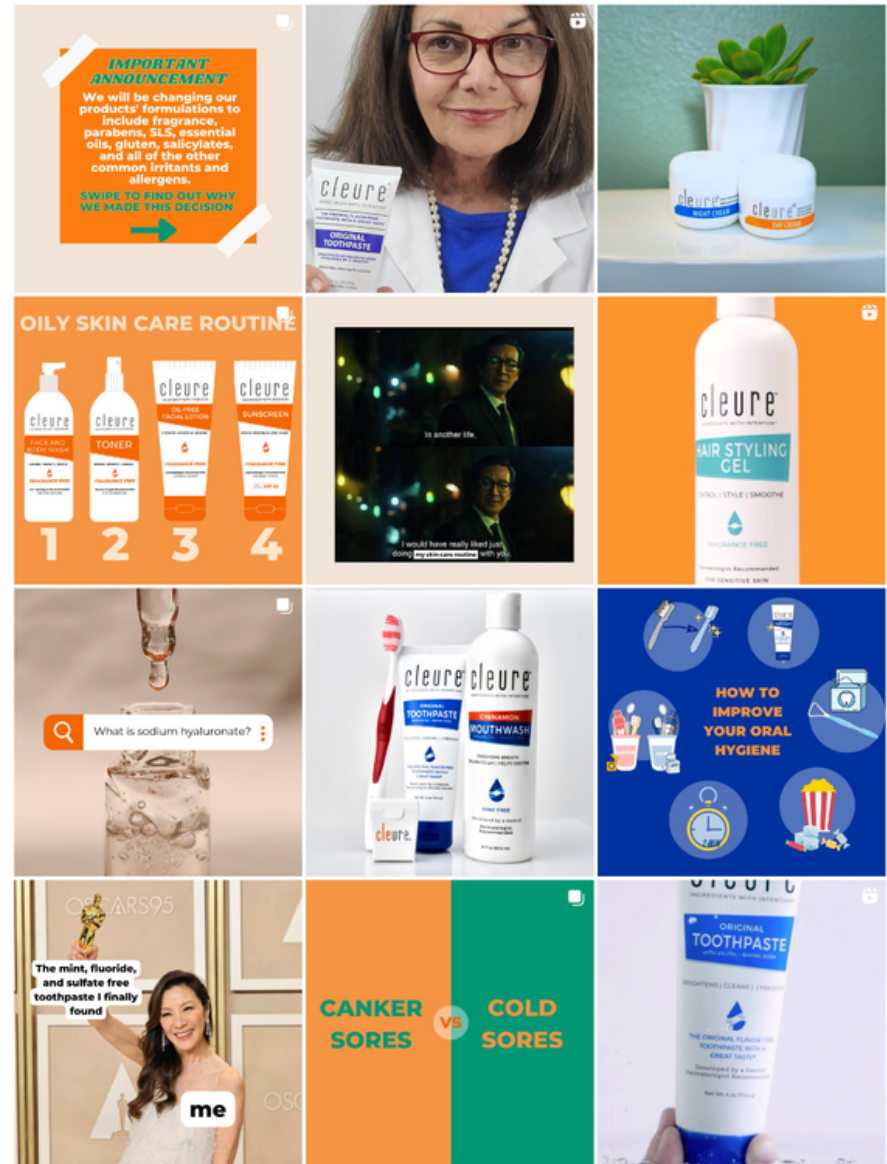


The lightweight, gentle ingredients

Social That Stands Out From the Rest

We utilized engaging content, influencer partnerships, and targeted ads on social media to boost Cleure's brand awareness, reach, and ROI.

Social became the #1 supporting attribution channel to Ads conversion in 6 months.





Interested? contact us



Website

brentonway.com

Contact

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