

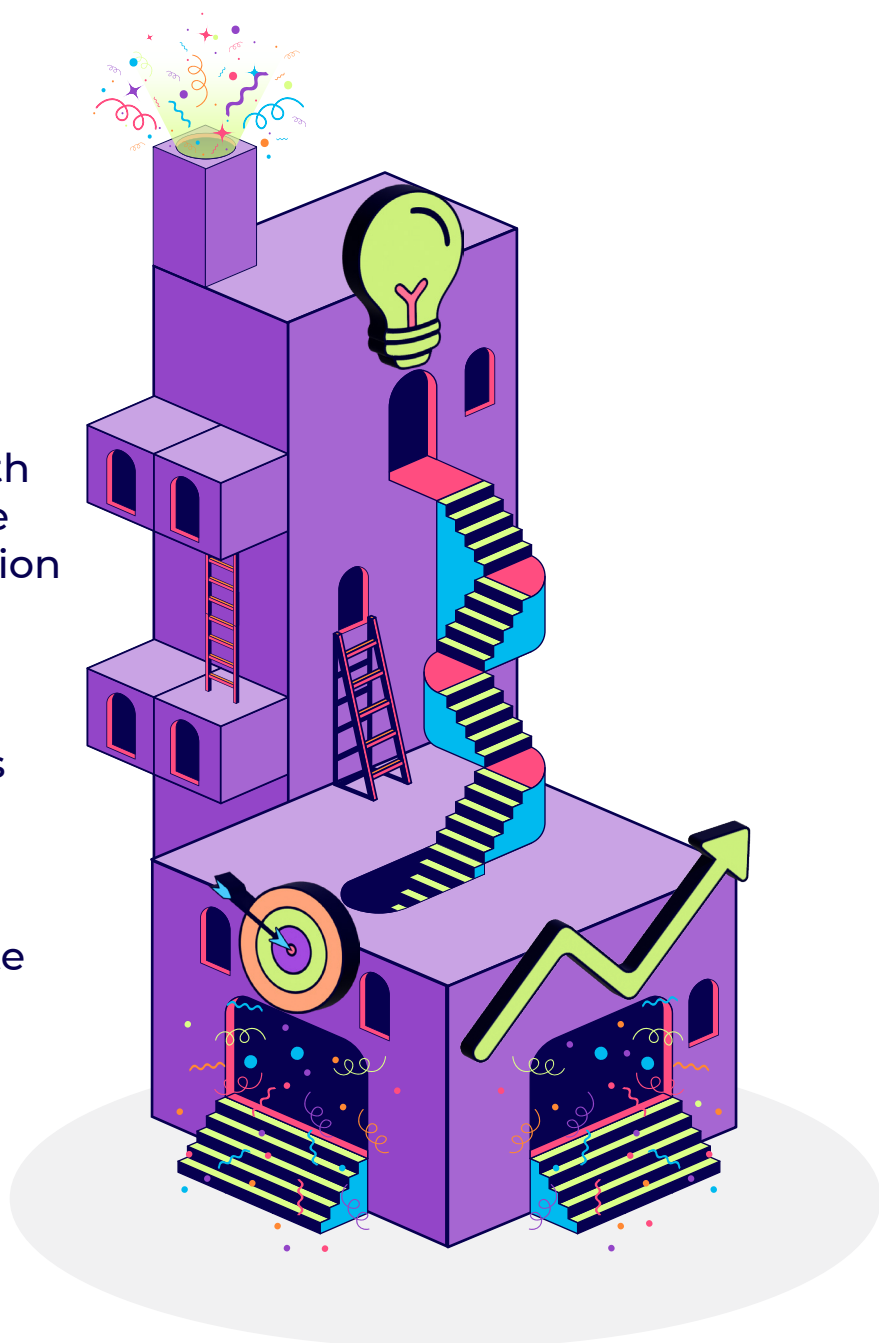
# Seaspray

A brand that fits as perfectly as its swimsuits

## THE Brief

Seaspray presented us with a challenge; reposition the brand as a 'go-to' destination for high-end swimwear.

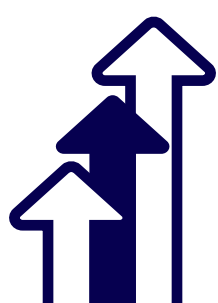
Increase performance across key trading metrics and improve the overall efficiency of performance marketing campaigns whilst accelerating website engagement.



## THE Outcome

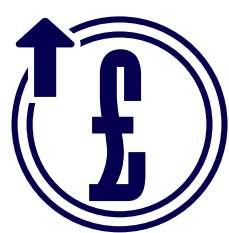
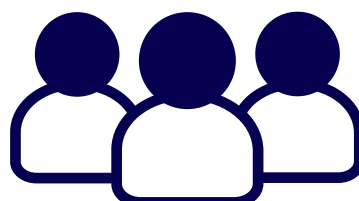
within **3 months** of implementing

Website traffic and sales increase by **142% YoY**



Average order value increased by **27% YoY**

**-55% reduction** in the cost of sales



Revenue increased by **206% YoY**

"The Team has been **invaluable** in our DTC journey and has helped to **restore faith** in our ability to develop and market our brand.

We have found a true digital **partner and critical friend.**"

*Tristan Haddow*  
CEO Seaspray