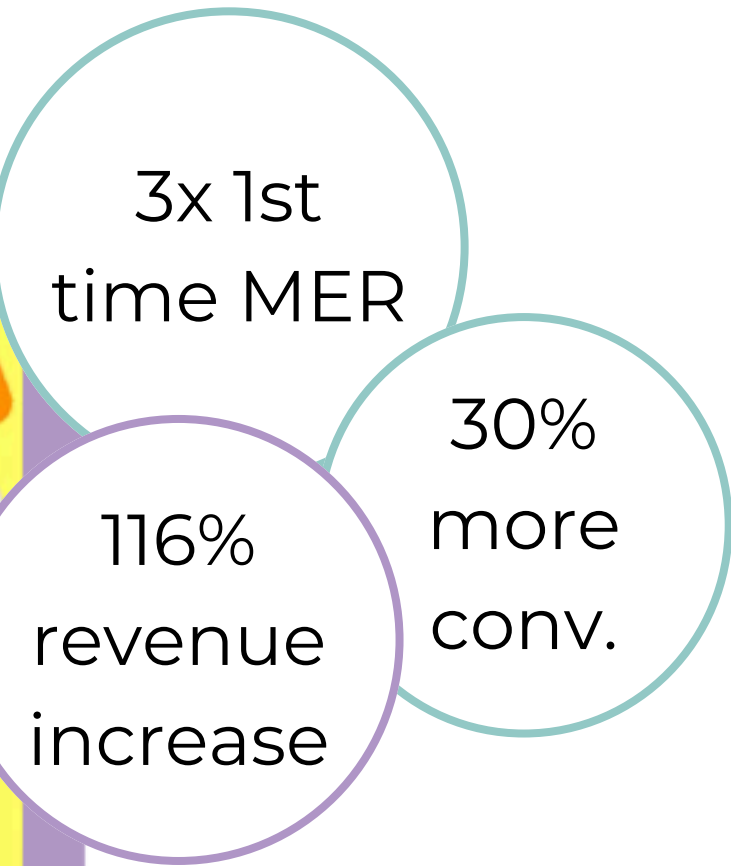




310 NUTRITION



One of the fastest growing leaders in the health and nutrition industry with over 1mil+ products sold. 310 are helping their customers improve their lives by providing proven solutions that fit their lifestyle. Their product range includes: meal replacement shakes, electrolytes, super foods and healthy lemonades.



THE CHALLENGE

310 Nutrition had paused all the campaigns completely prior to starting their work with LDX. Together we had to refocus and restructure their old KPIs and create a more sustainable strategy that serves their brand more effectively.

THE SOLUTION:

We shifted the focus from their Return on Ad Spend (ROAS) to monitoring their Marketing Efficiency Ratio (MER) in order to track the real efficiency of the marketing mix symbiosis. As a strong brand, they needed more cold traffic, focusing on the new customer acquisition. We pushed top of the funnel traffic and gradually increased the conversions resulting from better exposure among the new audiences.





THE RESULTS:

Within 5 months of working together we increased the revenue by 116% and the conversions rose by an additional 30% . The targeted 1st time MER by the client was set to 0.75 and we have consistently been hitting it with highs as big as 3x in May.

