

# Global expansion with **120% D2C net new revenue** for a mature SAAS Company



## The Challenge:

In H1 2023, our UK-based client recognised their opportunity for growth by developing their first direct-to-consumer (D2C) sales utilising eCommerce. With an existing niche channel presence in North America, they needed a D2C Go To Market (GTM) growth strategy and action plan.

## The Results:

- **120% net new revenue achievement**
- **180% increase in ROAS (Return On Advertising Spend)**

## The BBA approach:

We undertook a comprehensive market analysis of the North American D2C opportunity resulting in a highly prescriptive 'targeting strategy' to reach the target audiences cost-effectively and rapidly. The approach included the following:

- Persona profiling
- Dynamic messaging
- Creative framework
- Communications and media channel action plan.

We then advised them on optimising their existing Hubspot CRM instance to allow them to manage this new market. This step included:

- Payment platform integration and
- Pipeline configuration to provide a granular outlook on end-to-end attribution of all activities
- Implementation of a Customer Lifecycle Management (CLM) journey to nurture engaged prospects, manage referral programs and reduce churn with stimulated renewals.

