

Case Study



ALODERMA
Natural

Unlocking Aloderma's Potential: Doubling Sales in 4 Months

Turning the Tide on E-commerce Challenges

Aloderma, a natural hair care brand, sought a performance marketing agency to deliver tangible results and help them achieve their ambitious growth targets. Dissatisfied with the lack of impact from their previous agency, they turned to Talas for a fresh perspective and data-driven strategies.

The Talas Touch: Data-Driven Transformation

We knew we couldn't just apply a band-aid solution. At Talas, we believe in a holistic approach. We dove deep into Aloderma's entire e-commerce operation, from inventory levels to financial performance. This 360-degree view allowed us to craft a customized strategy for success.

Our data-driven approach revealed key insights that guided our actions:

- **Precise CAC Targeting:** We identified the ideal customer acquisition cost (CAC) to ensure profitability while maximizing growth.
- **Meta Ads Restructuring:** We revamped their existing campaigns, optimizing targeting, ad creatives, and bidding strategies for peak performance.
- **Creative Strategy:** We implemented a focus on graphical video ads, a format proven to resonate with Aloderma's audience.
- **Product Prioritization:** We allocated budget strategically, focusing on top-performing products to drive sales and revenue.

Explosive Results:

100%+
Sales Growth in 4
Months

The impact was undeniable. Within just 4 months, Aloderma experienced a remarkable turnaround, achieving over 100% sales growth.



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Profitability Secured

Strategic ad spend ensured healthy margins.



Brand Visibility Enhanced

Engaging video ads boosted brand awareness and customer engagement.

Aloderma's success story exemplifies the power of Talas's data-driven, holistic approach to e-commerce performance marketing.

We don't just deliver quick wins; we build sustainable growth strategies that transform businesses.



**Ready to unlock your
e-commerce potential?
Contact Talas today and
let's ignite your growth
journey!**

Get in Touch



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