

Case Study: **Health Food Brand**



FATSNAX![®]



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(512)-580-9043

Overview

As consumer trends evolve, Magic, a dynamic performance marketing agency, sought innovative data-driven targeting strategies to enhance sales for their valued CPG client, Fat Snax. Leveraging Rotation Direct to enrich and optimize their comprehensive full-funnel strategy, Magic successfully elevated Fat Snax's return on ad spend while effectively engaging with a discerning audience of health-conscious shoppers. This strategic approach not only drove increased sales but also fostered brand resonance within niche markets, solidifying Fat Snax's position as a preferred choice for health-conscious consumers seeking quality products.



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Objectives

- Connect with specialized, health-conscious online shoppers precisely when it matters.
- Involve the customer at every stage of the purchasing journey through a range of effective tactics.
- Expand market presence and stimulate buying decisions to boost overall market share.



Key Result



4x increase in RoAS



**Grew Fat Snax's
market share & drove
purchases**



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Conclusion

Shifting consumer behaviors prioritize convenience and brand storytelling, benefiting challenger brands such as Fat Snax in gaining market share amidst competition.

Magic implemented a comprehensive digital advertising strategy to boost Fat Snax sales. Leveraging Rotation Direct, they effectively targeted health-conscious shoppers throughout the purchasing journey. To engage the audience at every funnel stage, Magic combined top-of-the-funnel tactics from discovery platforms with lower-funnel, direct-response methods within Rotation Direct, including CRM targeting and retargeting.

The outcome was a remarkable 3.4x increase in Return on Ad Spend (RoAS) for Fat Snax within the initial two months of utilizing Rotation Direct.



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