

# case study > good stuff botanicals



## > the goals

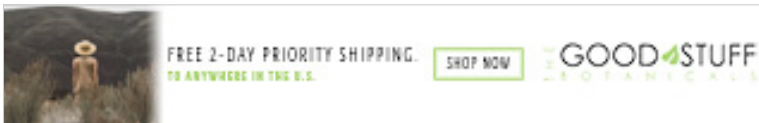
Identify and reach targeted audiences with consistency and relevance to increase awareness of Good Stuff Botanicals and drive traffic to the website to encourage individuals to learn more information regarding the brand and its products and to — ultimately — drive online purchases.

## > the challenge

Good Stuff Botanicals needed to increase online sales and while boosting its brand's digital presence in key markets.

## > the solution

Subset and Good Stuff Botanicals implemented a full-funnel approach. This multi-tiered strategy utilized Display and Social channels to enhance brand awareness, cultivate engagement and drive online sales.



## > key data

impressions:  
**598,369**

clicks:  
**1,137**

click through  
rate:  
**0.19%**

conversions:  
(purchases)  
**118**

## > details

**channel:** display +  
facebook

**flight run:**  
4-months

**geos:** Missoula,  
Bozeman, Seattle,  
San Francisco

**kpis:** Reach, Click-  
Through-Rate,  
Conversions

**strategy:**  
full-funnel  
(awareness +  
cultivation + intent)

