

SCALING A SEXUAL WELLNESS E-COMMERCE PLATFORM

Performance Marketing Case Study

INDUSTRY – HEALTH & WELLNESS (ECOMMERCE)

Client Overview

A sexual wellness e-commerce platform aimed at breaking stigmas and providing a safe space for individuals to purchase wellness products discreetly. They started with zero online presence and faced significant challenges due to the sensitive nature of the industry.

Objective

Build a robust performance marketing strategy to establish the brand online, drive awareness, and achieve 100 daily orders within 10 months.

Challenges Faced

Taboo Nature of the Industry: Limited advertising options due to restrictions on platforms like Google and Meta for sexual wellness products.

Lack of Brand Awareness: No prior customer base or presence online.

High Competition: Competing with established players in the niche.

Low Trust: Addressing customer concerns about discretion, quality, and secure payments.

Strategy Implementation

Building the Foundation: Website Optimization

- **User Experience:** Ensured the website was mobile-friendly, fast-loading, and had easy navigation.
- **Trust Signals:** Added SSL certification, discreet packaging details, testimonials, and secure payment badges.
- **SEO Setup:** Conducted keyword research and optimized product pages for terms like "discreet sexual wellness products" and "buy condoms online."

Performance Marketing Strategy

Paid Advertising

Google Ads:

Ran search ads targeting non-restricted keywords (e.g., "relationship wellness products," "personal care").

Focused on long-tail keywords to reduce costs and target niche buyers.

Dynamic remarketing ads for users who visited the site but didn't purchase.

Meta Ads:

Crafted ad creatives that focused on education and wellness instead of direct selling.

Used Facebook and Instagram story ads for visual engagement.

Ran A/B tests on creatives, targeting, and messaging.

Native Ads:

Partnered with platforms like Taboola and Outbrain for content-led advertising (e.g., "How to Improve Your Wellness with Discreet Solutions")

Performance Marketing Strategy

Social Media

- Build engaging, educational content around topics like wellness, relationships, and self-care to normalize conversations.
- Collaborated with micro-influencers in wellness and mental health niches.

Email Marketing:

- Designed segmented email flows for abandoned carts, product recommendations, and post-purchase engagement.

Affiliate Partnerships:

- Partnered with wellness bloggers and niche influencers to drive traffic and sales through affiliate links.

Analytics & Optimization

- **Data-Driven Insights:** Weekly monitoring of ad performance, bounce rates, and conversion rates.
- **Conversion Rate Optimization (CRO):**
 - Tested and improved CTAs, product images, and landing pages.
 - Introduced upsell and cross-sell strategies at checkout.
- **ROAS Tracking:** Adjusted budgets to scale high-performing campaigns.

Results Achieved

- **Daily Orders:** Reached 100 orders/day within 10 months, starting from zero.
- **Website Traffic:** 40x growth in monthly visitors driven by paid ads and organic SEO.
- **ROAS:** Achieved a 4.5x ROAS across all paid campaigns.
- **Brand Awareness:** Garnered over 50K social media followers through targeted campaigns and consistent content.
- **Email Revenue:** 18% of overall revenue came from email marketing.

Key Takeaways

- **Content is Key:** Educational content helped build trust and reduced the stigma associated with the industry.
- **Testing Matters:** Constant A/B testing ensured better performance over time.
- **Adapting Strategies:** Overcoming platform restrictions required innovative targeting and creative solutions.
- **Transparency:** Emphasizing discreet delivery and secure shopping boosted customer confidence.

THANK YOU

This case study demonstrates how a taboo industry can achieve massive growth with the right performance marketing strategy. If you're looking to scale your brand like this, let's connect!

Website – www.ezrankings.com | **Email ID** – contactus@ezrankings.com |
Mobile No. - 91-9560133711