



# 2023 DIRECT-TO-CONSUMER GROWTH CASE STUDY

**GOAL:** Develop European direct-to-consumer beauty brand Oslo Skin Lab's (OSL) U.S. market presence and drive website conversions.

## THE CHALLENGE:


- Limited market exposure & brand awareness because OSL only recently entered the U.S. market.
- Fine-tuning marketing strategies in the U.S. compared to the European markets.
- Meeting established cost-per-acquisition goals through driving single purchases and subscriptions.


## THE STRATEGY:


- Researching, testing, and refining key target audiences for paid social advertising.
- Budget, audience, and creative rotation optimization (A/B Testing) to meet and exceed cost per acquisition (CPA) goals.
- Manage multiple ad creative types including, carousel, user-generated content video, and static image ads for placement across Facebook and Instagram.

## THE RESULTS:

  
Drastic increase in paid media sales

  
**38%** of all site traffic attributed to all paid social media traffic

  
**41%** increase in conversions attributed to paid media

  
**77%** decrease in cost-per-acquisition within 2 months

### CHANNELS USED

Facebook  
Instagram

## THE CONCLUSION:

The LHA team was able to get more people to make a purchase AND reduce the cost-per-purchase. Our testing methodology and strategy refinement in-flight has resulted in a lasting impact on OSL's growth and market share in the USA.