

CASE STUDY

GILSON

↑ 114%

Revenue
Increase

↓ 7%

Reduced Customer
Acquisition Cost

↑ 2 NEW

Marketing
Channels Added

CHALLENGES

- Inefficient use of internal expertise
- Inability to effectively open new marketing channels



GOALS

- Grow the business
- Increased investment in R&D
- Expand creative work with Artists

OPTIONS



- Hire 2-3 more staff
- Absorb training costs
- Lag time to market



- Spend more on current advertising channels
- Accept the impact of diminishing ROAS



- Experiment on new marketing channels
- Hope for favorable returns



- Outsource digital marketing to agency professionals

SOLUTION

STEP 1

Hire a trusted digital marketing partner

- Take over existing marketing channels
- Unlock 2 new marketing channels

STEP 2

Redeploy internal expertise to:

- Strategic business expansion initiatives
- Improve manufacturing and fulfillment efficiencies

RESULTS



Launched TikTok & Google Ads



Avoided hiring 2 new marketing staff, saving over \$100,000 per year



Revenue up 114%



Speed to market; instant results



Customer acquisition costs down 7%

ABOUT GILSON SNOW

Founded in 2013, Gilson Snow is one of the fastest-growing independent snowboard and ski manufacturers in the world. Gilson is extremely committed to responsible manufacturing. Building everything in their own American factory, Gilson has complete control to invest in processes and materials that ensure long term quality and durability.

Gilson has been community-driven since its inception, with a focus on creating strong one to one relationships with riders and skiers around the world. Never afraid to do things a bit differently, Gilson is committed to pushing the limits of design and aesthetics in snow sports for years to come.

"We had to walk away from turning the dials"

"We absolutely had to free up executive time to propel the growth of the business"

"We needed to avoid the risk of 'narrow hires' by either bringing in a generalist or hiring a number of specialists"

Andrew Mikowski,
Chief Revenue Officer, Gilson Snow

WHY upGrowth



OUR EXPERTISE - We own a portfolio of ecommerce brands which generate over 8 figures of revenue annually, giving us an intimate understanding of the inner workings of ecommerce brands.



OUR ECOMMERCE COMMUNITY - We host the **premier ecommerce podcast** with hundreds of episodes to date and thousands of monthly subscribers, giving us exclusive intel on new innovations in the world of ecommerce marketing. We test this intel in our own brands, and execute the strategies that work in our client accounts.



OUR RELATIONSHIPS - Not only does our team of ecommerce strategists manage millions of dollars in ad spend per year across many platforms, they're also great humans with whom you'll enjoy partnering!

CONTACT US TODAY!

