



## THE STUDY

### THE BRAND

Spider is the largest ski-specialty brand in the world and the official supplier to the US Ski Team since 1989.

### THE CHALLENGE:

Despite having products in thousands of brick and mortar stores internationally, Spider's official ecommerce store lacked the awareness assumed for a leading brand.

### SOLUTION - PART 1:

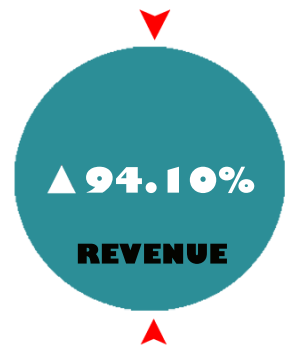
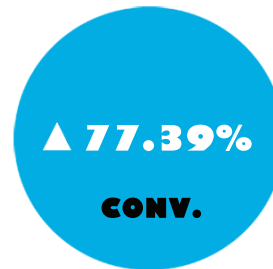
After conducting research, we found that their sales were largely dominated by upper-middle class shoppers aging from 35 – 44. By layering these findings with their existing email list, we created Facebook "look-a-like" audiences and prospected for new traffic.

### SOLUTION - PART 2:

We placed a "learning pixel" on their website that tracked the search habits of past converters. With this data, we launched programmatic display advertising to send a similar audience to their website.

## THE RESULTS

(OVER A 3 MONTH PERIOD, YOY)



NOTE: Spider's ecommerce revenue grew 94% in one year.

