



vuori

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VUORICLOTHING.COM



High growth DTC brand expands customer base using YouTube

Vuori merges technical clothing with a West Coast vibe that looks, fits, and performs great. They are a high-growth, best-in-class direct-to-consumer (DTC) brand, and native to social.

San Diego, CA, US • <https://vuoriclothing.com/>

The challenge

Prior to Wpromote, Vuori's highest-spending month on Google topped out at 4 figures. Vuori had seen next to zero scale on Google Ads. Their DTC business had been built primarily on paid ads on Facebook and Instagram. Wpromote presented Google as an opportunity for this breed of DTC brand to drive customer acquisition growth at an efficient cost. The client was skeptical that it would succeed at scale, but was willing to allow Wpromote to test it out.

The approach

Vuori partnered with Wpromote to profitably grow their business across the Google Ads platform—most recently scaling new customer acquisition at a high rate with YouTube TrueView.

The results

Using retail purchases as our conversion metric, Vuori began to optimize toward a specific CPA goal, acquiring new customers at a sustainable cost and with a deeper understanding of customer lifetime value. Wpromote profitably proved out a channel diversification strategy for Vuori. They grew outside of paid social, expanding beyond Vuori's cornerstone of growth. While discovering viability of a new channel, Vuori lowered CPA and increased ROAS. YouTube is now an incremental revenue stream for attracting new customers that Vuori would not have reached on other channels.

While every DTC brand is leaning into Facebook and Instagram, aggressively testing new features on Google has helped Vuori extend the success its driven on Non-Brand Search & Smart Shopping to the highly scalable & visual YouTube platform, where we've driven positive results.

389%

Change In Spend Month Over Month

-87%

Change In Cost per Acquisition Month Over Month

140

Change In Return On Advertising Spend Month Over Month



"Wpromote showed us how to use Google in a way we never have before. They overcame our skepticism and helped make our growth exponential on channels that hadn't worked previously..."

Joe Kudla,
CEO & Founder,
Vuori Clothing



WPROMOTE

