

A perfectly choreographed Product Launch

The following results from the initial seven months since the Product Launch Campaign speak volumes about the research, planning and execution of this highly effective Product Launch. Plans for the remainder of 2024 and into 2025 will again yield fantastic results with the commencement of new initiatives to further expand on both the approach and reach of the product range and campaign.



SMASHING ALL TARGETS IN THE FIRST 6 MONTHS

224,045

Impressions

7.80%

CTR

13,646%

ROI

18,300

Samples distributed
with data capture

22 million

Product manufactured
since February

11,179

Landing page
sessions