

Case Study

How Uhuru Helped Prymal Drive Sales at a Profitable Rate with a 6x ROAS

INDUSTRY:

- E-Commerce

PROGRAMS:

- Social Ad Strategy
- Sales Generation

TOOLS:

- Facebook Ads

CHANNELS:

- Facebook
- Instagram

? THE PROBLEM

Prymal is an exciting up-and-coming brand that sells sugar-free coffee creamer to those who want great-tasting coffee without the sugar (or guilt that can follow).

The founder, Courtney Lee, was inspired to engineer a coffee creamer to help her grandfather (who lives with Type II Diabetes) enjoy coffee without worrying if its ingredients were harmful.

After countless hours and weeks of product research and refinement, Courtney started creating content on social media to raise awareness and interest.

A community of followers embraced Prymal's product and backstory, and soon enough, sales were on the rise.

But Courtney wasn't sure how she could accelerate growth of her business, nor did she have the time to figure it all out.

Courtney stumbled across an agency named Engauge Digital (which was acquired by Uhuru Network) and explained how she was brand-new to ads and didn't have the time or energy to manage them herself. She challenged the team to help her craft the right strategy that would tell her story, find and acquire more of her ideal customers, and scale sales profitably.

Little did she know that she was about to embark on the largest growth curve her business had ever seen.

✓ THE SOLUTION

We helped Prymal produce social media ad campaigns that brought awareness, curiosity, and new customers to Courtney's product.

This involved the production of high-quality creative assets (video and graphic design, CG design), copywriting, campaign management, and weekly strategic meetings.



We also developed a custom web experience (online quiz) that would provide customers with flavor recommendations based on what their food and drink preferences are.



THE RESULTS

Within a single month, Prymal's ad campaigns were driving sales at a profitable rate, achieving 5–6X returns on her advertising spend.

In just five months, Courtney's brand skyrocketed from \$17K/mo in monthly sales to over \$100K/mo in sales.

This enabled Courtney to expand her team, launch new products, invest in more inventory, and improve all areas — including manufacturing, logistics, and additional marketing efforts.

Within a year and a half, Prymal saw consecutive months of \$200K+ in sales revenue. 40% of that revenue came from customers that were new to the brand.



CONCLUSION/WORK WITH US

- *At Uhuru, our e-commerce strategists love a challenge that demands creativity and a data-driven approach to driving measurable results.*
- *Today's e-commerce brands need a team of experts that can work collaboratively with brand owners and craft comprehensive strategies to achieve their business goals.*
- *This case proved that we are up to these challenges and more. Want to explore how we can apply a similar approach to your business?*
- **Contact us today — we'd love to brainstorm solutions with you.**

CONTACT US TODAY

