

Selective Distribution

Case Study: Skincare

Brand:

Medik8

Medik8, a clinical skincare brand developing innovative, science-backed skincare, came to PCA with a goal of growing their DTC business before launching in retail. PCA expanded Medik8's sales capabilities by launching the brand, which was originally only live on their US DTC site and Amazon UK, on Amazon US SC FBA, leveraging Amazon's logistical capabilities for a more streamlined delivery process.



Medik8

BRAND SCORECARD

YTD Sales
+174%

2023-2024 YTD
(Jan – Aug)

Prime Day Sales
+168%

July 2024 vs. July 2023

Conversion
6.9% → 8.3%

2024 Jan-Sept -
2023 Jan-Sept

Total Page Views
+302%

2024 Jan-Sept
2023 Jan-Sept

⊕ BRAND ACCELERATION

2022 Q4

Collaborated with the brand to determine priorities, brand voice and proper positioning

2023 Fiscal YR strategic plan created with focus on sales goal per month on Amazon

2023 Q1-Q2

Test & learn digital tactics (PPC & DSP) to ensure profitability without sacrificing growth and SOV

Sales growth rate of +70% by end of Q1

2023 Q3

Secured top deal placement for hero SKUs for Prime Day

Prime day sales were 13x more than event average

2023 Q4

Focused on deal placements during tentpole events. Surpassed brands sales goals by 2x+

Launched holiday kits developed in collaboration between brand and PCA

2024 Q1

Collaborated to ensure strategy aligned with US market goals, targeting 2-3M in sales by EOY

Launched and optimized NPD SKUs to market

2024 2H

Refreshed and optimized PDP pages and performed A/B testing on new assets, further driving conversion rates

Secured deal placements for Prime events and Q4



Contact

FOR MORE INFORMATION
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