**Business Overview | Rodrigues consultores DTC**

**Revenue & Growth**

* 2023–2024 demand revenue remained flat at ~$14.6M
* 2025 YTD demand revenue is **+9% YoY (Jan–May)**
  + **Double digit growth for International YTD**
* Full-year 2025 forecast projects **+10% demand revenue** growth

**Media Spend**

* **2025 media spend up +33% YoY (Jan–May)**, primarily frontloaded to counter rising CPCs (+20%) and email issues.
* Forecasted +**28% increase in spend for 2025**, reaching **~25.8% of net sales** (in line with industry benchmarks of 25–30%). *2024 was 22% of sales with no new channels.*
  + May positively impacted due to strategy shifts seeing **+10% spend YOY, +6% revenue YOY**

**Marketing Efficiency**

* **ROAS** declined from **5.6 (2023) to ~5.1 (2025 YTD)** due to lower-ROAS channel expansion (Paid Social, TikTok, Influencers).
* Shift in strategy toward **more top-of-funnel and unpaid channels** (email, loyalty, organic social) to balance ROAS pressure.
* **CAC increased** from **$40.17 (2024)** to **$49.51 (2025 YTD)**.

**Conversion & Customer Behavior**

* **Conversion rates down**, driven by traffic from top-funnel efforts
* **AOV and UPT remain stable**, with a slight increase in 2025.

**Product & Margins**

* Margin decreases are associated to product penetration shift:
  + Exiting high-margin “Daily Lace” lace offering in 2023 that lifted overall margin
  + Introduced of new categories 2024 & 2025 (Swim, Bras, SAXX, Leakproof) at lower initial margins.
  + Continued growth in our 3 for 48 programs
* Launch of **Leakproof panties** driving strong retention and repeat rates *(5.9–8.3% Month 1 retention in Feb–Apr 2025. Up from 3–5% in most 2024 cohorts.)*
* Testing **new higher-margin Flora Lace** to support margin expansion.
* Loyalty and value-focused programs (e.g., 3 for $48) are gaining traction and helping offset markdown reliance.

**Strategic Shifts Over the Years**

* 2022–2023: Heavy promotions, discount shoppers, lower-margin product mix.
* 2024: Rebuilding full-price customer base; high innovation but thinner media efficiency. End of year spikes in CPCs due to an election year
* 2025: Focused on long-term growth via **channel diversification, innovation, and personalization.**

**Plans Forward**

**Q1: Set the Foundation *(Note: All done/in motion)***

* International DTC Expansion – Canada marketing efforts (Jan)
* Introduce new PDP on lace products (60%+ of total sales) (Q1) along with the introduction of Flora Lace and Leakproof Lace to improve UPT and new product penetration.
* Launch Shopify Collective to support wholesale revenue channels
* Revamp lead gen and welcome flows to grow the customer file and improve revenue contribution for both Email and SMS

**Q2: Optimize & Personalize**

* Kickoff influencer program to support organic social growth, UGC content to convert organically and support media
* Launch attribution tool to start shifting focus from ROAS to LTV/CAC and use attribution insights to reallocate media spend more efficiently.
* Scale email/SMS with segmentation (geo, product affinity)
* International DTC Expansion –UK now shipping from DTC site (April), signed on with Borderfree affiliate as a low cost marketing test
* Continue site updates and SEO investment to offset paid costs.

**Q3: Accelerate Growth**

* Launch paid campaigns on TikTok and social commerce efforts on TikTok Shop
* Scale creator-led content and UGC to improve ad performance.
* Expand retention and churn prevention programs.
* Increase targeting of top LTV customers.
* Drive loyalty and repeat purchases through segmentation and upsell flows.
* Launch Buy With Prime (September)

**Q4: Differentiate & Drive Retention**

* Maintain focus on frequency and LTV growth for best customers.
* Use customer service as a revenue channel (upsells).
* Launch bundling capabilities to support AOV and new categories
* Finalize learnings from attribution and media mix to guide 2026 planning.