

Pura Vida captures returning customers with Blotout Edgetag

OBJECTIVE

Pura Vida, a company that sells hand-crafted bracelets and jewelry, looked to achieve more sales from their Klaviyo email marketing flows.

SOLUTION

Deploy Blotout to restore customer identity to pre-iOS 14 levels and recapture the returning customers Klaviyo missed due to cookie loss.

RESULTS

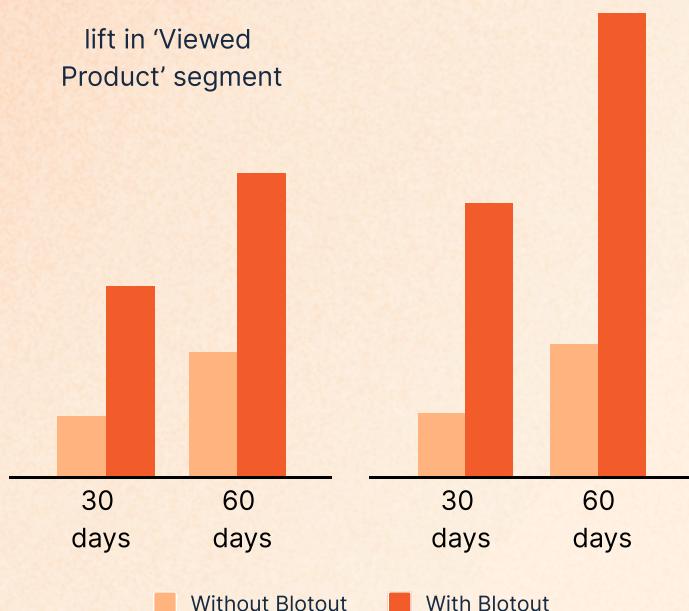
The A/B test demonstrated just how much cookie loss had impacted Pura Vida's business. With Blotout, key audiences increased significantly and revenue from email marketing flows doubled.

3.5x

2.4x

lift in 'Viewed Product' segment

lift in 'Add to Cart' segment



2x

revenue from email marketing flows

Blotout was so easy to set up and delivered an immediate lift to our event match quality score – over 30% in the first hour. This dramatically improved our ad performance, with better attribution leading to smarter ad optimization. Thanks to Blotout, our ROAS is up 100%.

Deirdre Kelly
Director of Acquisition at Pura Vida Bracelets



Blotout Edgetag takes minutes to set up.

Enhance audiences across all your growth channels with no code.

Try for free

TOP BRANDS TRUST **BLOTOUT EDGETAG**



A force for **good**.



iOS 14 changed the advertising game for a lot of marketers.

EdgeTag has delivered immediate results for a number of our clients.

This resulted in an increase in event match scores.

And the most satisfying part is, the team is responsive and technically savvy.

If you haven't tried it yet then I don't know what you are doing.

Tim Keen



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