blotout

How Pura Vida used Blotout to expand their most valuable audience segments

Our A/B test with Blotout starkly demonstrated just how much cookie loss had impacted our business. Thanks to Blotout, we've finally restored those audiences across all our channels.

Deirdre Kelly, Director of Growth Marketing
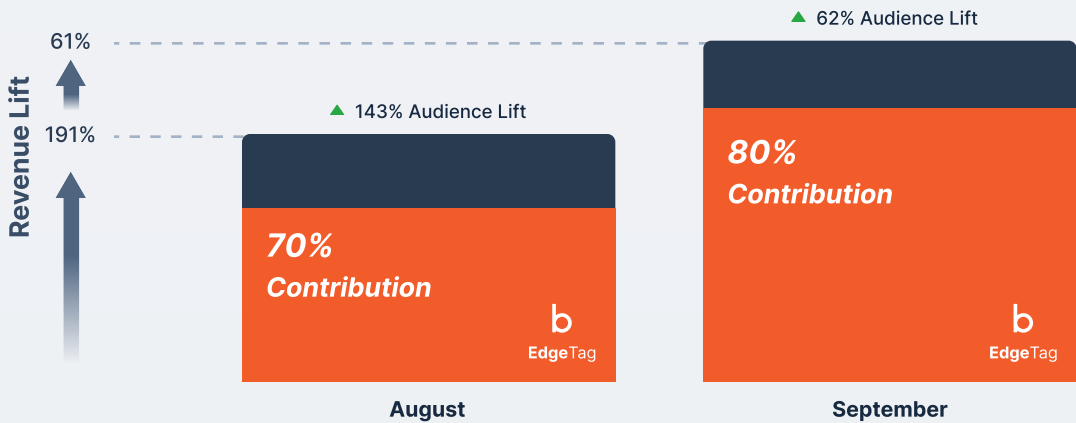
puravida
LIVE 🍍 FREE

Case Study: Achieving 70-80% continuous lift in sales

Pura Vida Bracelets used Blotout to recapture returning customers that Klaviyo missed due to cookie loss.

Audience Reach		August	September
Viewed Product	klaviyo	42,822	87,586
	klaviyo + blotout	133,514	211,102
Add to Cart	klaviyo	15,837	32,687
	klaviyo + blotout	67,724	115,051

Results

Sales doubled in August and then grew another 60% in September.

61%

▲ 62% Audience Lift

Revenue Lift

191%

▲ 143% Audience Lift

70% Contribution

b
EdgeTag

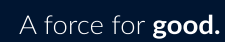**August**

80% Contribution

b
EdgeTag

September

✓ Start for free

✓ Enhance audiences to all of your growth channels with no code

✓ Get back 25-30% in ROAS improvements across the board

[Get Started]

[🛍 Shopify App]

No code install

TOP BRANDS TRUST BLOTOUT EDGETAG

uphold

HONDA
The Power of Dreams

puravida
LIVE FREE

RAZER

MARLEYLILLY

FR≋ FLY

Goldelucks

silver lake digital.

med massager

GO GETTER GIRL

BULLYMAKE

happy wax

Wagging Tails

MOSAIC®

A force for **good.**

mango

PIXATED

SALTY

Dose

Mille Kids

swanky badger

fuze
An 8x8 Company

I HEART
WALL ART

Wolf

ECO.
Modern Essentials

LO
OP

Ambr
EYEWEAR

"

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
LOOP Club
Shopify Plus Partner