

# DISRUPTIVE case study



# nani

S W I M W E A R

## THE MARKET

Nani is an active swimwear company started in 2016 that set out to provide women of all shapes and sizes with swimsuit options for an active outdoor lifestyle. The fashion industry is ever evolving, which requires a fast-paced approach to day-to-day business activities, but no one could have anticipated the unique challenges the pandemic would present to the industry as a whole when it came to world-wide supply chains, sourcing and labor.

In addition, as the world reopened and a new way of life emerged, travel habits and outdoor/lifestyle activities had also evolved and changed. It will take time to determine the full impact of the pandemic, but it is clear even today in 2021 that the effects will be felt well into the future.

Positioned in the marketplace as the active swimwear company that rejected the predictable swimwear extremes ranging from “frumpy grandma” to “itsy bitsy string bikini”, Nani created a swimwear line that celebrated every woman, embracing each woman’s unique curves and beauty.

+510%

**more revenue  
year-over-year**



# THE CHALLENGE

As a newer company, Nani's goal remained to capture market share and grow revenue and brand awareness. With the effects of the pandemic on the market, Nani was faced not only with the inevitable challenges that come with growth, but the additional challenges the pandemic brought to supply chain, sourcing, labor, shipping, etc as well as shifting uncertainty in the day to day of consumers. In addition, introduction of iOS14 and other changes in the digital landscape necessitated evolving the way they marketed their products.

# THE SOLUTION

Nani brought the Disruptive team on to address changes in the digital landscape, as well as the challenges brought on by the pandemic. Our team was able to strategize with them and come up with winning strategies that resulted in significant growth and positively impacted their business.

The first was to expand Nani's marketing services to connect with potential consumers within their target audience, and to define the customer journey.

Secondly, the Disruptive team tested advertising creative and doubled-down on winning content, elevating user-generated content and growing their digital presence and social audience.

# THE RESULTS

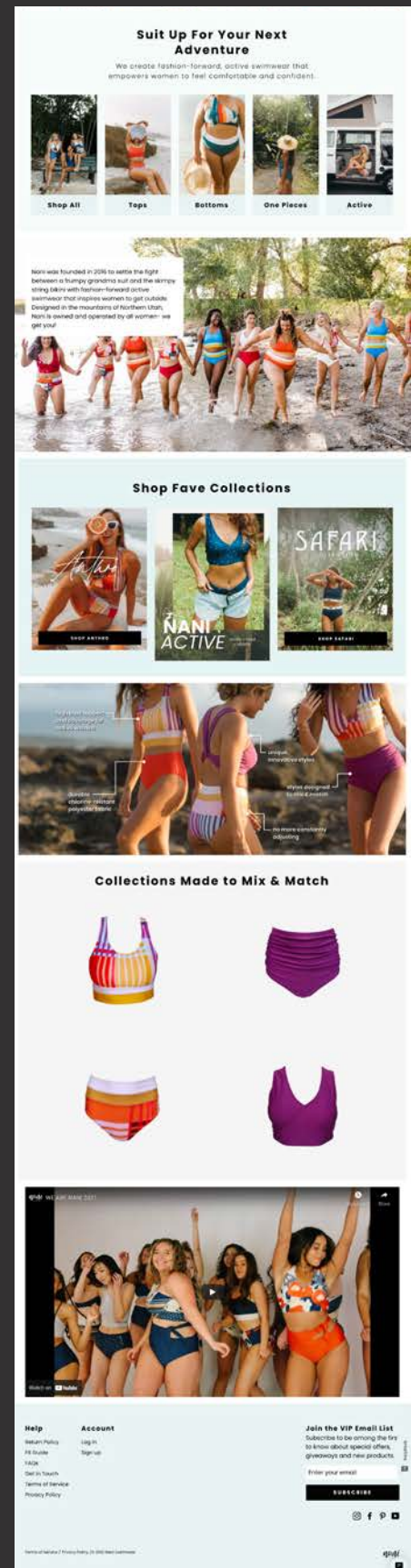
YTD Nani has driven **510% more revenue** year-over-year.

Testing user-generated content on YouTube:

**75.97%** decrease in Cost Per Adds to Cart

**+942.56%** lift in Adds to Cart

**+150.55%** increase in TOF YouTube Spend



# YOY TRAFFIC CHANGES

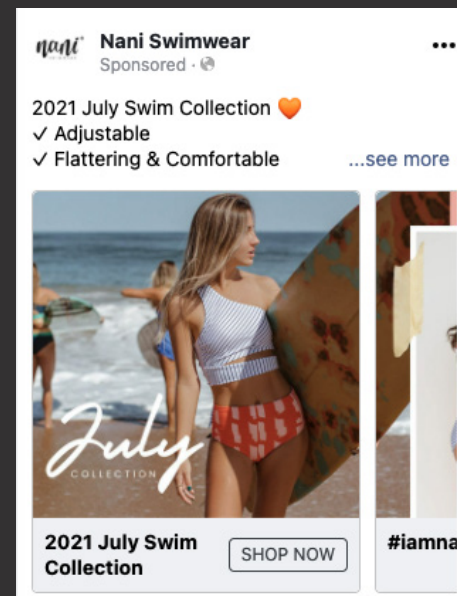
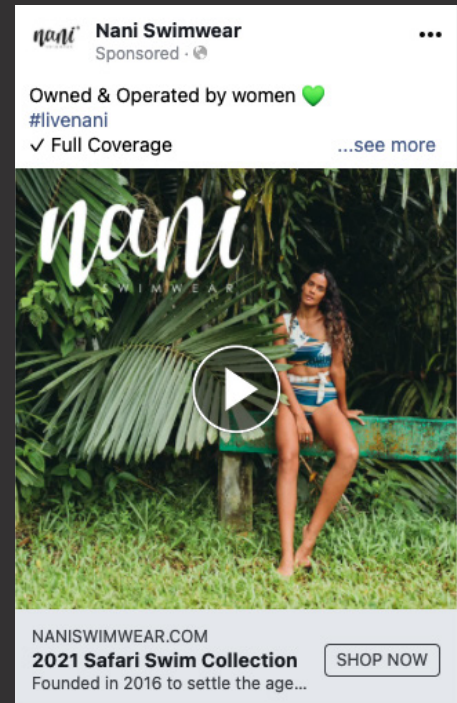
Users increased by **285%** Sessions increased by **262%**

Average session duration increased by: **8.58%** Conversion rate increased by: **327%**



## PLATFORM SHIFT TO FULL-FUNNEL

Addressing Nani's entire purchase funnel was key to scaling traffic and results. 2021 had a much larger emphasis on top-of-funnel traffic, particularly on YouTube and Display. All marketing platforms were set up to generate traffic in all stages of the funnel, and progress the customer through the funnel.



UGC content delivered **16% of total platform revenue** when launched / tested in March, but only comprised **5.5% of active content**.

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S W I M W E A R

## THE CHALLENGE

With growth projection, they saw a need to create lasting customer relationships across the buyer cycle. Emails were in place, but subscriber growth was slow and email engagement wasn't where it needed to be in order to make email a viable marketing channel.

## THE SOLUTION

- Establish content hierarchy with a personalized experience
- Additional touch points based on buyer engagement
- Engagement / Buyer Activity segmentation strategy for campaigns

## THE RESULTS

Now, email website traffic has the highest revenue conversion rate compared to other channels. Year over year analysis shows email revenue conversions increased by **285.7%** and now contributes to 11.5% of website sales.

## PRODUCTS



EMAIL

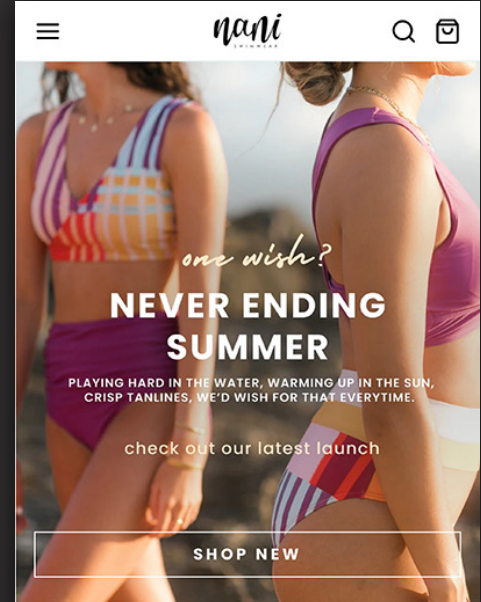
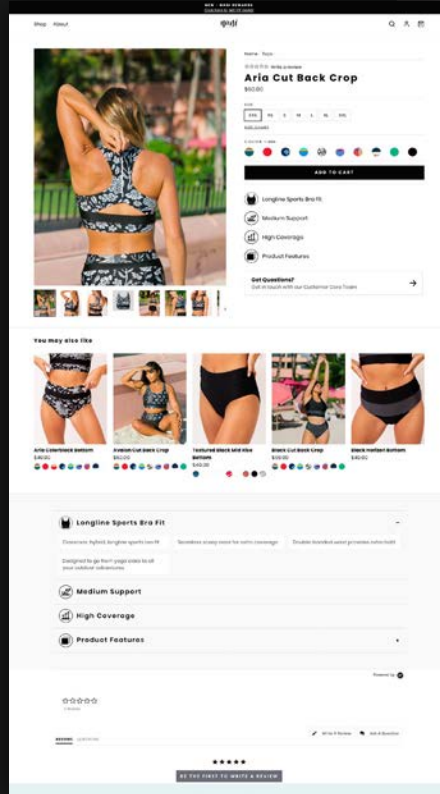
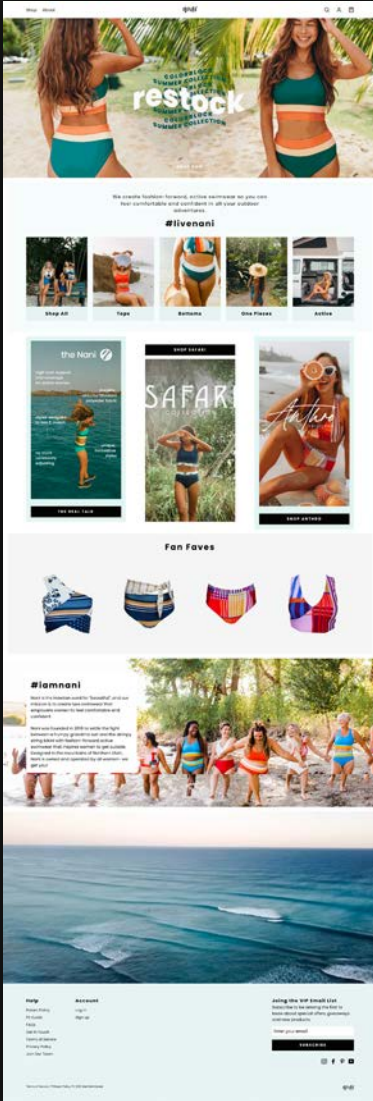
**+286%**  
**email revenue conversions**

### EMAIL PERFORMANCE

Open Rate	<b>42.0%</b>
Click Rate	<b>6.46%</b>
Placed Order Rate	<b>3.64%</b>
Unsubscribes	<b>0.36%</b>
Bounce Rate	<b>0.15%</b>

# creative

## CRO

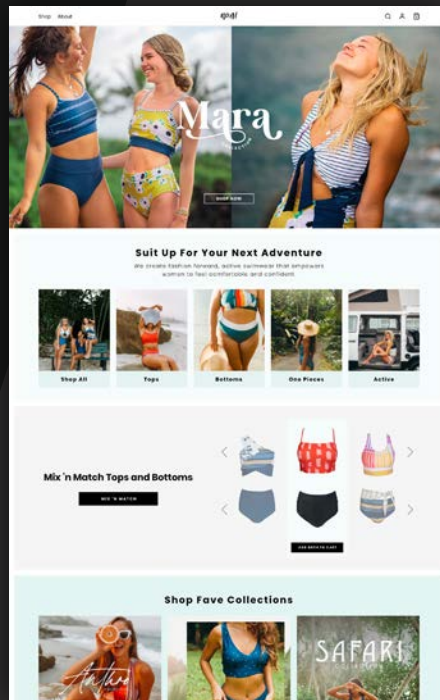
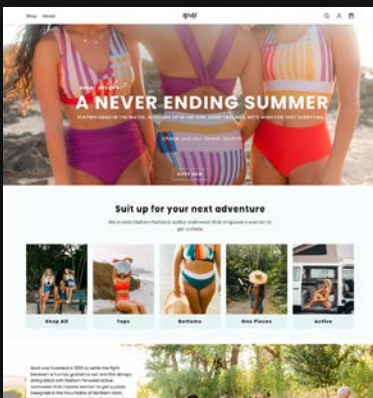


### Suit up for your next adventure

We create fashion-forward, active swimwear that empowers women to get outside.



Shop All



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## EMAIL

NEW TOPS BOTTOMS ONE PIECES

*did you know...*

*never taken your hair!*

nani in Hawaiian means  
**Beautiful**

The 3 pillars of Nani Swimwear



**SUSTAINABLE**

Loving on our planet by creating swimwear from recycled plastic water bottles.



**MOVE**

Nani is made for movement with active coverage to provide comfort and support.



**INCLUSIVE**

Every body is a swimsuit body. Nani suits are designed to be flattering on sizes XXS-XXL.

NEW TOPS BOTTOMS ONE PIECES

Colton, get stoked on these Nani rewards!

**START EARNING**



**NANI LOYALTY PROGRAM**

Total Points Earned:

Total Rewards Balance:

**How It Works**

NEW TOPS BOTTOMS ONE PIECES

**WELCOME THE FAM**

Hey Brianna!

We're stoked you're here! You'll now be the first to know about exciting updates on new products, exclusive promotions, and so much more!

Enjoy **15% OFF** on your first order today! Use the code below.

**shop now**

### NANI REWARDS

Turn your purchases into perks.

**1**

**sign up**

create an account and receive 100 points

**2**

**earn points**

with every item purchased you will earn points

**3**

**get rewards**

redeem points for exclusive discounts

**start earning**

Tops for Small Bust



Marnie Cut Back Crop



Savannah Cut Back Crop

Our popular Mid Rise bottoms



Textured Navy Mid Rise Bottom



Textured Red Poppy Mid Rise Bottom

NEW TOPS BOTTOMS ONE PIECES

**COMFORT & COVERAGE**

FOR ALL BODY TYPES

**LONG**

**SMALL BUST**

**BIG BUST**

**TUMMY CONCEAL**

**PEAR SHAPE**

**shop now**

NEW TOPS BOTTOMS ONE PIECES

**INTRODUCING THE CAYMAN COLLECTION**

**PLUS FREE SHIPPING!**

USE CODE: CAYMANFREE15

**shop now**

**NEW FROM THE COLLECTION**

**YOUR 2021 ADVENTURE IS WAITING**

**SUIT UP**

NEW TOPS BOTTOMS ONE PIECES

**YOUR 2021 ADVENTURE IS WAITING**

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NEW TOPS BOTTOMS ONE PIECES

**Colton!**

Meet Malibu. Our first 2022 Collection to drop! These beachy vibes are going fast—don't wait to snag your fave.

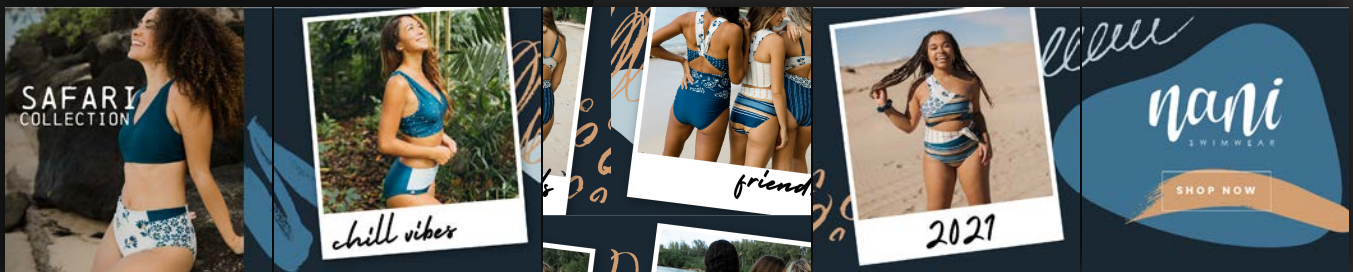
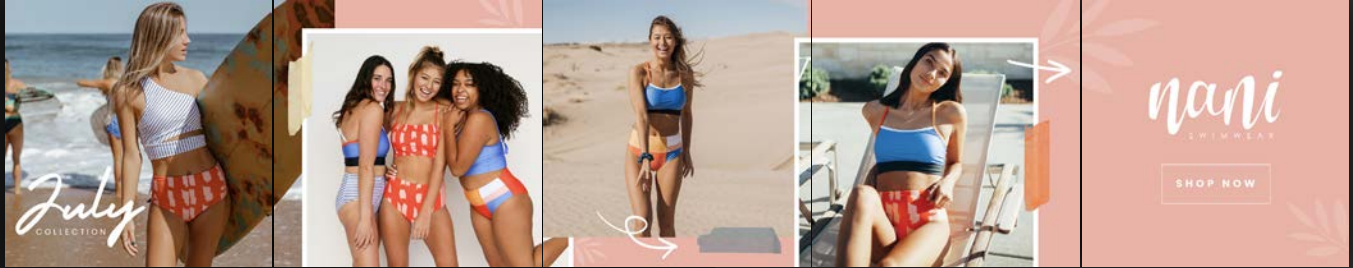
**shop now**

**MALIBU**

**PICKED FOR YOU**

# creative

## SOCIAL ADS



## MOTION ADS

