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.
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**.