



BEEKMAN 1802
THERE IS BEAUTY IN KINDNESS™

INSIDE THE BEAUTY PLAYBOOK:

How Cart.com helps Beekman 1802 win online



At Cart.com, we're no strangers to the beauty industry.

With a wealth of experience in driving growth and helping brands tap into new audiences, we've successfully partnered with a diverse range of iconic beauty brands.

One of our most transformational collaborations has been with Beekman 1802.

Beekman 1802, a skin health brand based on the clinical science of goat milk, faced challenges in gaining the online traction they sought. That's where Cart.com's Growth Marketing team stepped in. By implementing a comprehensive, full-funnel strategy - including a hybrid CTV + Linear TV media strategy, expanding social audiences through creative diversification, a modern approach to search engine marketing (SEM), and rebuilding their affiliate marketing program, we were able to boost Beekman 1802's revenue, brand awareness, and click-through rate (CTR). Let's dive into the specifics of this extraordinary success story.



Hybrid CTV & linear TV approach drives 37% increase in average order value

Building on Beekman's success across traditional channels, we expanded their reach by adopting a hybrid approach combining Performance CTV (high efficacy, high CPM) with Linear TV (broad reach, low CPM). This strategy allowed us to reach new customers with high-impact, visually compelling creative across both platforms, leveraging the strengths of each medium to maximize results.

Our comprehensive media strategy included several key steps:

- **Product segmentation:** In 2023 we collaborated to move away from a strategy targeting all products to a more streamlined approach. We deployed paid media against three categories - evergreen hero products, innovation-driven items, and high-value bundles. This allowed us to focus and optimize toward profit-maximizing segments- loyalists, new customers, and value-driven buyers
- **Channel stabilization:** Before launching the hybrid CTV + Linear approach, we ensured Beekman's social, search, and affiliate channels were fully stabilized, creating a solid foundation for broader media efforts.
- **Advanced tracking & measurement:** To evaluate the effectiveness of our media strategy, we normalized data across all ad platforms, built real-time performance dashboards, and measured profitability and new customer acquisition metrics. To measure incremental impact, we leveraged Prescient, a speedy and efficient Marketing Mix Modeling platform.

These efforts led to incredible results: CTV produced 37% higher average order value (AOV) and a 12% better ROI compared to other digital media. Additionally, the customer acquisition cost (CAC) for CTV was 85% lower than Meta and 89% lower than Google, solidifying the value of the hybrid approach in driving efficiency and growth.



Diversified creative engages younger audiences, driving incremental sales

Our creative strategy overhaul focused on creative diversification through **Cart.com's 11 Storytelling Pillars** to scale diversification in creative execution, yielding significant results, particularly in attracting younger customers. Prior to our partnership, 35% of Beekman 1802's monthly orders came from customers aged 65+. We knew that to drive growth, we had to attract a more digitally engaged and younger demographic.

By launching a wider variety of ad formats and leveraging our storytelling pillars, we crafted fresh, engaging messages that resonated. Through continuous testing and refinement, we successfully expanded Beekman's reach across key demographics.

In just three months, orders from customers aged 45-54 increased by 28%, while those from the 35-44 age group grew by 14%. The success of this initial strategy spurred us to further diversify and refine Beekman 1802's storytelling approach, leveraging our 11 pillars framework to create messages that were fresh & relevant across multiple customer segments, while remaining true to the brand's core values. This strategy continues to be the underlying approach to iterative testing.



Creative execution

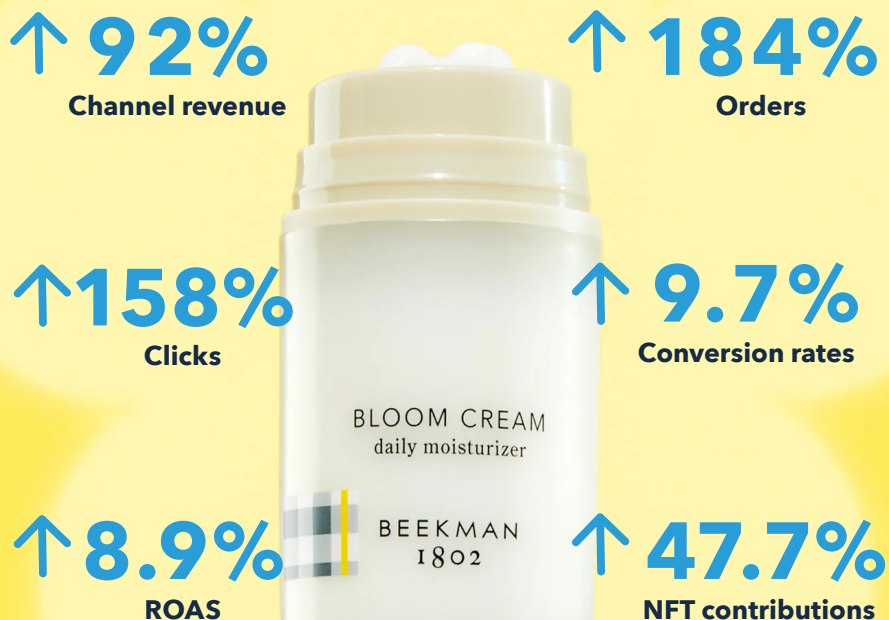


Rebuilt affiliate program boosts revenue by 92%

To supercharge Beekman 1802's affiliate-driven revenue and new-to-file (NTF) contribution, we executed a strategic, four-step process:

- 1. Program optimization:** We enhanced the quality of partnerships by shifting away from reliance on low-value coupon sites to onboarding higher-end premium affiliates and diversified the publisher mix
- 2. Commission strategy:** By increasing commissions, we boosted Beekman's visibility among top publishers, while adjusting commission rates to drive consistent growth.
- 3. Promotions & partnerships:** Enhanced offers and product launches engaged affiliate partners more effectively, while renegotiating platform partnerships maximized value.
- 4. Tracking & testing:** With upgraded dynamic tracking, we gained deeper insights into performance, tested top publishers, and prepped for growth in Q4.

The result? Revenue from this channel surged by 92%, orders increased by 184%, and clicks jumped by 158%. Conversion rates improved by 9.7%, while ROAS increased by 8.9%. NTF contribution soared to 47.7%, largely driven by cashback and loyalty partnerships.



Want to replicate these results?

Beekman 1802's digital marketing success wasn't just luck—it was the result of expert teams, data-driven strategies, and our proprietary 11 storytelling pillars. And the best part? Cart.com's Growth Marketing team can do the same for your ecommerce brand! From luxury spa brands like QMS Medicosmetics to household names such as bareMinerals and Buxom Cosmetics, we've been instrumental in expanding their reach and maximizing their potential.

Whether you're in beauty and fashion, fintech, real estate, or another business-to-consumer industry, we can help your brand stand out in a crowded market.

Ready to take your brand to new heights?

Talk to a Cart.com expert today and see how your brand can become our next success story.

Get Started



“

Cart.com's Marketing Service team has been incredible to work with. They were fast to onboard and understand not just our marketing but our entire business. They have been true partners helping us drive double-digit growth within the first months and year over year since.

”



David Baker

Chief Digital Officer, Beekman 1802

G.O.A.T. WISDOM

HOW TO BUILD A
TRULY GREAT BUSINESS



FROM THE FOUNDERS OF
BEEKMAN 1802

DR. BRENT RIDGE
JOSH KILMER-PURCELL

HARVARD BUSINESS REVIEW PRESS

The story behind the strategy

In their new book, *G.O.A.T. Wisdom: How to Build a Truly Great Business*, founders Brent Ridge and Josh Kilmer-Purcell share the values and vision that helped turn Beekman into one of America's fastest-growing lifestyle brands. It's a powerful read on purpose-driven growth—and a testament to why Beekman 1802 continues to be a brand to watch.

Find us on Amazon



Dr. Brent Ridge
Co-Founder



Josh Kilmer-Purcell
Co-Founder



Cart.com is the leading provider of interconnected omnichannel commerce and logistics solutions that enable B2C and B2B companies as well as public sector agencies to unify order and inventory management from product discovery to product delivery. The company's enterprise-grade software, services and logistics infrastructure, including its own network of fulfillment and distribution centers, are used by some of the world's most beloved brands and complex companies to achieve omnichannel excellence and drive more efficient growth.