



Client Challenge

Manscaped is a grooming and lifestyle company featuring American-made hygiene products and tools for the modern man. They were looking to grow awareness about their brand and drive new customer acquisitions.

Our Solution

Hivewyre’s CPA pricing model was instantly attractive to Manscaped as it allowed them to control their own success. As a result, Manscaped chose to launch a small CPA test in June 2018



"Hivewyre’s unique audience targeting capabilities have delivered high velocity acquisition campaign performance at scale for Manscaped. Hivewyre consistently outperforms many of our top online D2C advertising channels."

Ryan Fiore - Vice President of Marketing at Manscaped, Inc.

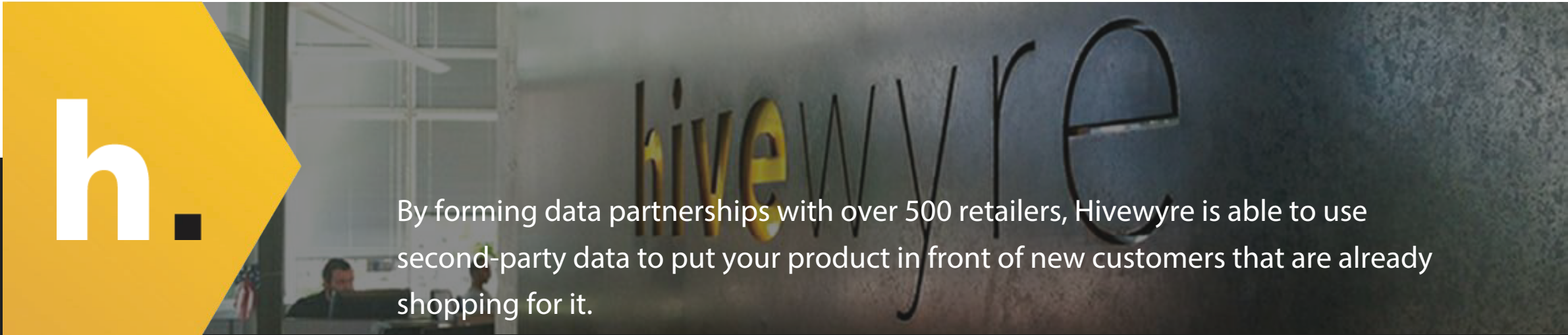
3:1
ROAS

2,800
site visits

935
Conversions

The Results

Because of Hivewyre's ability to quickly scale new customer acquisition and conversion, Manscaped's campaigns tripled in size in just under 3 months.



By forming data partnerships with over 500 retailers, Hivewyre is able to use second-party data to put your product in front of new customers that are already shopping for it.