

#1 Best Seller



# Uppercase Messenger Bag Leapfrogs Competition to Lead Category Sales



## The Objective

- ✓ Increase sales and visibility of the messenger bag category, which was previously underfocused.
- ✓ Achieve high sales targets through targeted marketing efforts.
- ✓ Aimed to secure top positions for key search terms related to messenger bags.



## The Approach

- Implemented campaigns focused on keyword, product, and category targeting.
- Collaborated with the client for discounts and promotions to enhance visibility.



## The Result

The messenger bag became the 2nd best seller in July and the 1st best seller in September.

