

# DFND Case Study

127%

RETURN ON  
AD SPEND

316%

PAID SEARCH  
TRAFFIC INCREASE



## Background

DFND USA is a leading compression wear brand that wanted to reach new audiences. DFND is used by the US Military, NBA, NFL, and other elite athletes to train better and recover faster.

## Goal

Grow eCommerce revenue and online brand awareness for their US audience.

## Strategy

We recognized that DFND would see the most success by pursuing both organic and paid search traffic.

After auditing DFND's paid and organic programs, we found that search terms needed to be further targeted for their highly-niched audience.

Through a retargeting campaign and major SEO overhaul, Maison Digital helped the brand lead the brand to its best month ever as traffic and revenue continue to grow.



## Results

Since DFND and Maison Digital partnered in early 2022 we've:

Grew return-on-ad-spend (ROAS) by 127%



Skyrocketed organic traffic by 86%



Increase in overall revenue by 81% year-over-year

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