FLUENT

A Subscription Commerce Giant Scaled Revenue & Conversions by Implementing Fluent's Event API, Enabling Efficient & Effective Bidding

With confidence, they tripled advertising spend.

The brand worked with the Fluent team to scale their new Fluent-powered acquisition channel by:

- Deprecating pixel-tracking

- Implementing **Fluent's more precise Event API attribution approach**

- Tripling their advertising spend while maintaining their target CPA

Results

Missed conversions went from 20% before API implementation to virtually zero.

Revenue grew from ~$7,000 to ~24,000/day.

They sustained their target CPA while boosting subscriptions by 25%