



Shavekit Partners with Fluent to Drive **5x the ROAS** vs. Top Social Platform

SHAVEKIT

About

Founded in 2013, Shavekit is a UK-based subscription service offering high-quality razors and flexible delivery options.

ShaveKit is committed to delivering the best shave and a more convenient experience with honest, open customer service and flexible delivery options.

01

Challenge

Facing high CPAs (Cost Per Acquisition) and a lack of transparency across mainstream social channels, Shavekit sought a strategic partner to help grow its subscriber base and drive positive ROI on a pay-for-performance basis.

02

Solution

Fluent leveraged its rewarded discovery program to educate consumers and generate genuine interest among trialists with no previous exposure to the brand. To help Shavekit engage and acquire high-value customers, Fluent:

- Launched a series of offer wall placements on its Flash Rewards UK site – a mobile web experience within its proprietary digital media portfolio.
- Optimized custom offers and creative for each of Shavekit's target demographics, primarily males 25-69 and females 25-59.
- Leveraged insights like postcodes, device type, age, and gender to segment and reach Shavekit's ideal customers.
- Adjusted media composition and audience segmentation to help Shavekit filter out lower converting traffic.

03

Results

Fluent Outperforms Mainstream Social Channels



Fluent's flexibility and approach to targeting, as well as their cost per acquisition pricing model, have been the largest drivers of success across our campaigns.

MANAGING DIRECTOR & CO-FOUNDER, SHAVEKIT

