

## 37XDIGITAL CASE STUDY

# Sold Out Inventory and Partnership Success

## THE ASK

Launch Coordinates, a new athleisure and pajama brand founded by Olympic gold medalist Sanya Richards-Ross, and grow awareness, drive first-time purchases, and convert media buzz into consistent sales. The challenge was to take the brand from 0 to launch-ready in 90 days while positioning it to secure high-visibility partnerships.

## THE STRATEGY

- **Audience Optimization:** Leveraged Meta (Facebook + Instagram) to test and refine audiences that were most likely to convert—fanbases of Olympians, lifestyle shoppers, and Housewives viewers.
- **Paid Social Activation:** Executed paid social campaigns across Facebook and Instagram, iterating creative and targeting to drive click-through and sales.
- **AI-Powered Content Creation:** Used ChatGPT to generate branded product descriptions, ad copy, headlines, and email content rapidly at scale.
- **Partnership Email Campaigns:** Ran outbound email outreach campaigns via Instantly.ai to pitch retailers, influencers, and brand partners, setting the foundation for long-term growth.
- **Iterative Launch Rollout:** Deployed the campaign in phases—pre-launch teasers, launch day push, and post-launch retargeting—to build momentum and optimize for conversions in real time.

## TOOLS USED



Shopify



ChatGPT

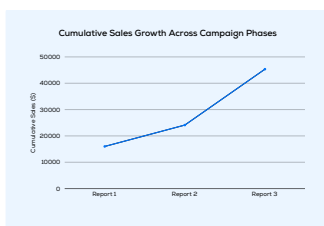


Instantly.ai

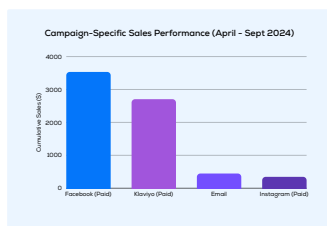
Meta  
(Facebook/  
Instagram Ads)

## THE RESULTS

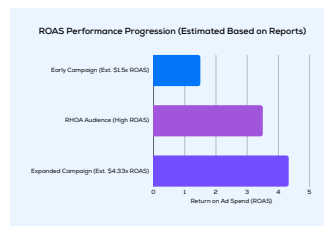
**65%** Our marketing campaigns influenced 65% of all sales.



**433%** Achieved a 433% increase in Return on Ad Spend (ROAS)



**300%** increase in pre-sale waitlist signups from teaser to launch



*Sold out the holiday collection in under 6 weeks*

*Secured licensing deal with the 2024 US Olympic Team as the official pajama sponsor*

## EXECUTION PROCESS



### Platform Build + Setup

Developed and configured the Shopify storefront and set up Meta pixels to prepare for paid media and retargeting.



### AI-Led Creative Execution

Used ChatGPT to accelerate the creation of product copy, ad messaging, and promotional emails.



### Audience Refinement

Tested multiple audiences through Meta to zero in on those with the highest purchase intent.



### Paid Social Campaigns

Launched and optimized ad sets for engagement, conversion, and retargeting across Instagram and Facebook.



### Strategic Outreach

Executed partnership outreach using Instantly.ai to initiate high-value brand relationships.