



TULA  
SKINCARE

## Listrak Drives 10.3% of Ecommerce Revenue for TULA

Experiencing rapid business growth, TULA joined Listrak for its robust digital marketing platform with long-term revenue-driving opportunities. Listrak's solutions created exciting wins for TULA, prompting them to add identity resolution through GXP and amplify the results of their current campaigns.

TULA has experienced significant increases in subscriber sign-ups, increasing triggered revenue and overall eCommerce revenue.

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*The addition of GXP's identity resolution and conversion rate optimization technology has made a huge impact on our overall revenue.”*

174%

Increase in Daily  
Subscriber Sign-Ups

30%

Lift in Triggered Revenue

27%

Increase in Conversion Rate  
(First-Time Purchasers  
Measured Against Control)