

CASE STUDY

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Genius Pack G4 Carry-On Spinner

MSRP: \$ 298 / STACK OFFER: \$178

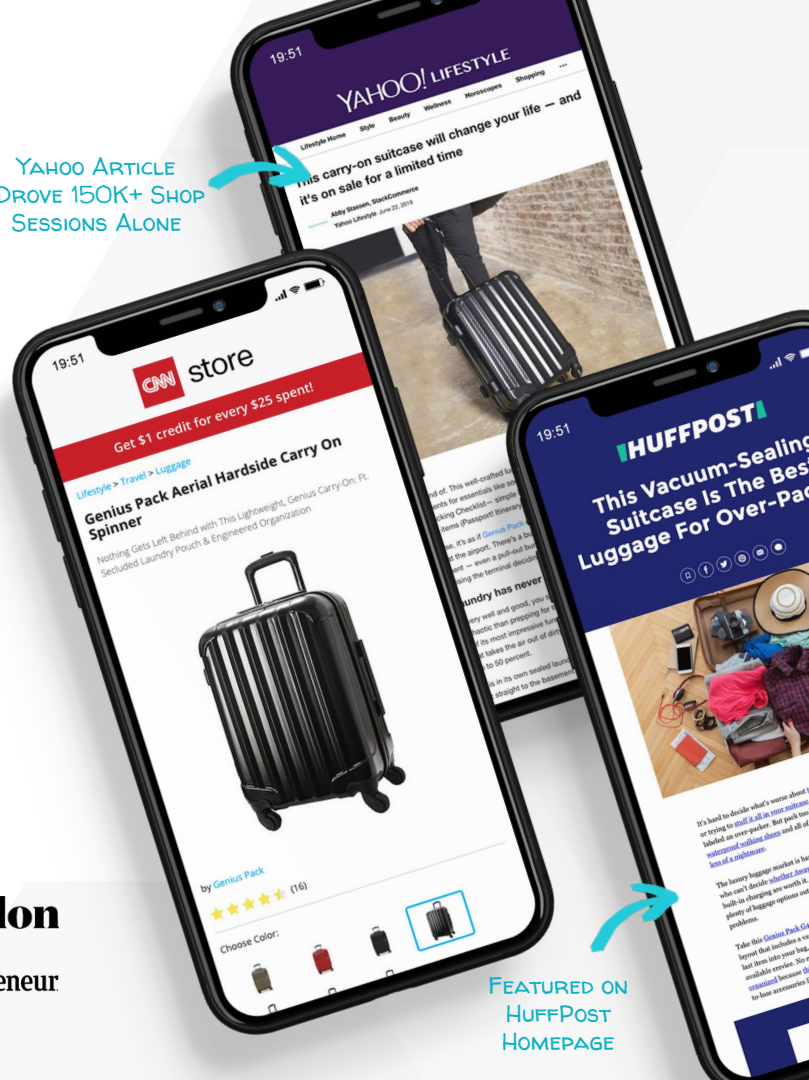
Genius Pack started its partnership with Stack by featuring its Carry-On Spinner, but quickly scaled the campaign by adding their entire catalogue of SKUs to the shops. By building in a compelling offer to the customer, the impact on both gross sales and brand recognition surpassed all expectations, solidifying Stack as a key marketing channel moving forward.

→ **\$249K+** → **1.3K+** → **58+**
Gross Sales New Customers Editorial Features

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