

MGO Global

THE NARRATIVE DEBT

MGO ran multiple consumer brands including the Messi Store. Top-line growth was happening. Margins were not. **A portfolio of distinct brands marketed as a single funnel.** The shopper for one brand was not the shopper for another, and the team did not have the persona work or the systems to tell them apart.

THE WORK

Separate the brands. Run the math.

- **Tech stack analysis.** Audited every tool. Cut what was unused. Renegotiated what was overpriced.
- **Performance campaigns.** Launched new campaigns across Google, X, Meta, and email. Conversion up. CPA down. ROAS up.
- **Cross-sell experience.** Built the company's first cross-sell flow to leverage shoppers across multiple brands.
- **Persona-specific messaging.** Built distinct messaging strategies for each shopper segment.
- **Marketing team restructure.** Hired full-time and contract talent to up-level the team.
- **Cross-functional workflows.** Improved comms across Marketing, Customer Care, Finance, and Tech.

THE RESULTS

Top line and bottom line, both moved.

↑ **1,384%**

Revenue, year over year

↑ **99%**

Net profit margin, year over year

↑ **86%**

Net income, year over year

200%+

Marketing investment growth, justified by ROI

Significant top and bottom-line improvement over 8 months. **Marketing investment grew more than 200% YoY** as a direct result of improved performance.

