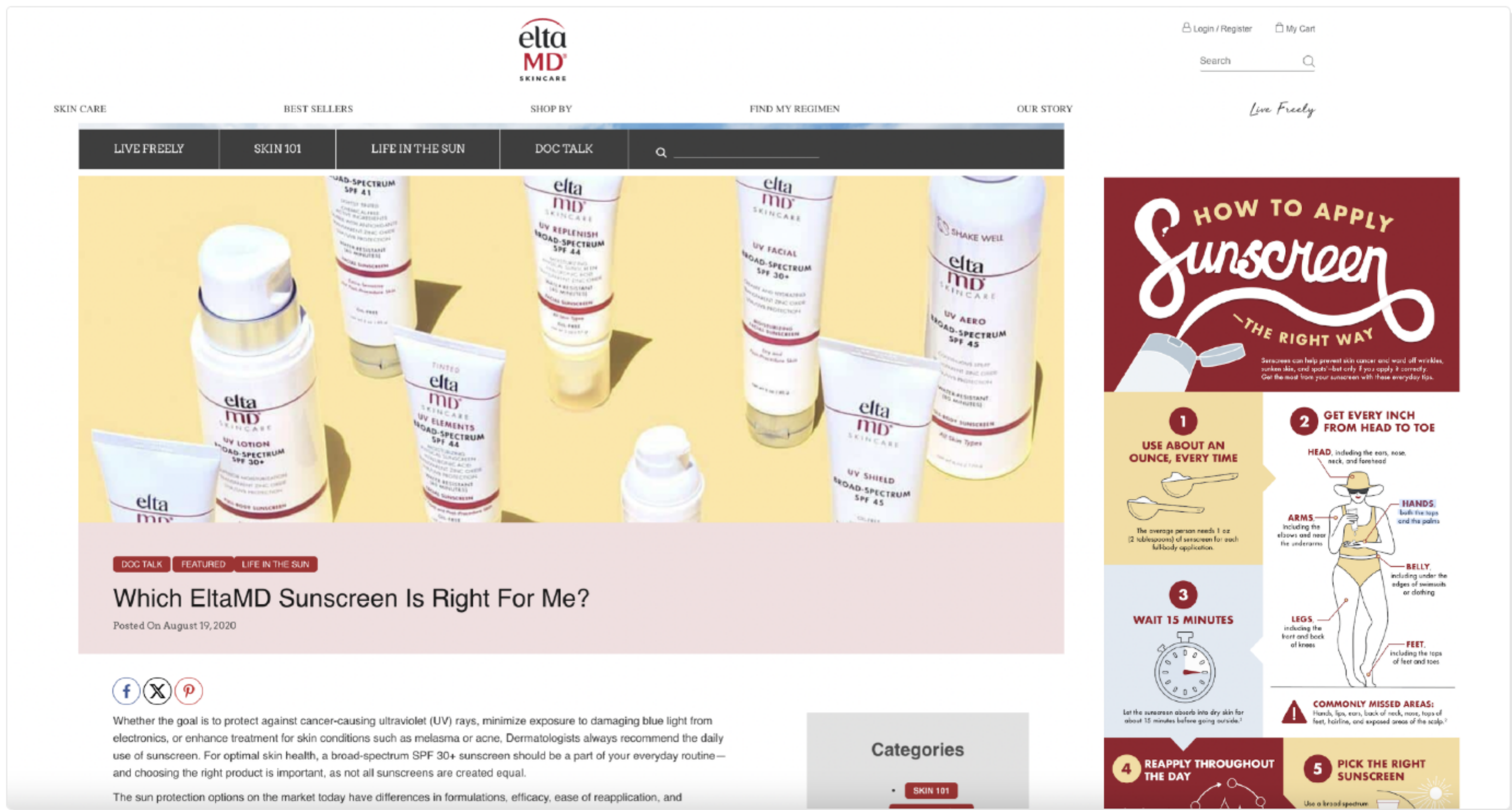


Turned a Reseller-Dependent Brand into a DtoC Powerhouse

EltaMD needed a reliable partner and a powerful cross-channel content strategy to fuel its shift to an online DtoC model.



The Live Freely blog played a crucial role in boosting digital market share, while highlighting the brand's strong reputation among dermatologists.

The blog's multimedia assets now anchor all the brand's integrated campaigns, including influencer engagement and direct mail initiatives.

Results

From 0 to 10

Channels supported by Live Freely content

#2 in Search

In its competitive set within the first 4 months

84X

Increase in search visibility leading up to Skin Care Awareness Month