Tula finds their balance with Daasity

A deeper understanding of customer behavior increased this probiotic skincare brand's profits.

TULA
SKINCARE

> " The truth lies in the data. The deeper you can understand customer behavior, the more personalized you can approach marketing to your customers. We don't rely on gut feel, but let the data and our experience help us move forward intelligently.
>
> **Zack Abbell, VP of Digital & Ecommerce**

ABOUT TULA

Founded: 2013
Distribution: 1200+ doors, ecom
Employees: <50

HIGHLIGHTS

Custom implementation: 6 weeks
Double-digit profit growth

BIG GROWTH, BIG PROBLEM

Tula, the leading probiotic skincare brand, offering clean & effective skincare products powered by probiotics & superfoods for healthy, balanced, glowing skin, is a high-growth company that was facing a high-growth problem: decentralized data from multiple channels and no source of truth across teams.

The team at Tula knew they needed a data warehouse solution fast. The brand was growing quickly, and the team was losing focus on the growth strategy, spending too much time debating whose data was right. Furthermore, some information, including sophisticated metrics derived from large amounts of data, was impossible for the team to access.

FINDING DAASITY

With their data — and their inability to leverage it properly — increasing, the team could see trouble ahead for their growth. Unable to hire a data architect or build out the data architecture themselves, the team reached out to their connections for a solution, with Daasity receiving strong recommendations from companies within their venture-funded community.

Daasity's turnkey solution was exactly what Tula was looking for: its customizable data model, preconfigured for the most common eCommerce sources, was perfect for Tula's tech and data stacks.

The Tula team knew from experience what a powerful visualization tool Looker was, but they needed a way to implement it without hiring staff. After asking around the VC community and hearing Daasity a couple of times, Tula made the inquiry. After just a few conversations, they knew the Daasity team knew ecommerce and knew database design.

They verified that Daasity was the right choice to spin up Looker quickly and integrate it into their core systems. Their expectations going into the partner search was for a 6-month implementation — with Daasity, they were up and running in 6 weeks.

> *with Daasity, they were up and running in 6 weeks*

A SINGLE SOURCE OF TUTH

Implementing Daasity and Looker united everyone at Tula around the same source of truth — no more debates. Instead, The Tula team spent that time on the analysis and reporting that was either unavailable before or took too long to perform.

Within the first few months, the team could evaluate the lifetime value of their existing customers based on channel acquisition and first SKU purchased. They realized that their acquisition campaign they considered a success didn't perform as well as they thought. In response to that insight, they revamped their strategy and execution and launched a new campaign that drove a double-digit increase in profit.

> *double-digit increase in profit*

The team continues to drive their top and bottom lines with easily accessible data that is now available and ready when needed — instead of taking days or weeks to gather.

> " *Since integrating, we've been able to see valuable data around product & merchandising that has begun to feed into our strategic and go-to-market plans.*
>
> **Zack Abbell,
> VP of Digital & Ecommerce**

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