

Dana-co

Dana-co + JumpFly

New York, NY, USA

skarlettblue.com · ohlalacheri.com · lingerieliving.com

Building A Scalable Paid Media Strategy Across Three Brand Portfolios



The challenge

Dana-co needed a paid media strategy that could support **three distinct lingerie brands** - Lingerie Living, Oh La La Cheri, and Scarlett Blue - **without treating them as interchangeable**.

Each **brand had its own audience, creative direction, positioning, and goals**, but Dana-co **needed clearer structure across paid media** to manage performance, brand growth, and portfolio-level visibility more effectively.

"We were looking for a partner that could bring more structure, expertise, and consistency to our paid advertising efforts," said Adel Zhumanova at Dana-co.

The approach

JumpFly managed paid search and paid social with each brand's priorities in mind. Campaign structure, messaging, audiences, creative direction, and budgets were aligned by brand, while **both channels were reviewed together for clearer portfolio visibility**.

Search focused on capturing and expanding high-intent demand, while social supported visibility, engagement, creative testing, and new customer reach. Dana-co also **expanded into Microsoft Advertising and Pinterest** to diversify its channel mix and support incremental growth.

The results

Dana-co gained a more **focused, scalable paid media strategy** across its three-brand portfolio, with search and social working together to support **stronger visibility, revenue growth, and customer reach**.

Lingerie Living saw the strongest cross-channel lift, with **Meta revenue up 230%** and **purchases up 269% YoY**, while **Google revenue increased 96%** and **purchases were up 57%**.

Oh La La Cheri grew across both search and social, with **Google revenue up 133%** and **purchases up 117% YoY**, alongside **Meta revenue growth of 7%** and **purchases up 10%**.

Scarlett Blue expanded reach through paid search, with **Google revenue up 114%** and **purchases up 135% YoY**, while Pinterest contributed additional revenue and purchases across the portfolio.

The result was a **stronger digital presence**, a more diversified channel mix, and a clearer foundation for continued growth across Dana-co's brands.



"What we value most about our partnership with JumpFly is the combination of expertise, responsiveness, and collaboration. They don't just manage campaigns in a vacuum; they take the time to understand our goals and help us make informed decisions."

— Adel Zhumanova, Dana-co

Featured Solutions:

Brand-Specific Strategy

- › Tailored by audience, positioning, and goals

Creative & Audience Testing

- › Platform-specific messaging and targeting

Cross-Channel Planning

- › Search and social aligned for growth

Attribution:

- › Spend guided by portfolio-level performance

Three Brands

Unified portfolio visibility

Stronger Foundation

More informed spend, creative, and channel decisions

Expanded Growth Mix

New channels supporting incremental reach and revenue