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By the numbers,  
2013–2016:

2,311% 

increase in online sales

63% 

higher ROI on ad spend

981% 

higher clickthrough rate

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## PACT Organic finds new customers who don't yet know they're shopping for "change you can wear."

Offering super-soft clothes that are ethically produced and made of organic cotton, PACT Organic set out to change the apparel market for good. While they had tapped into a nice niche market and saw growth potential, they were dissatisfied with their early digital marketing and the performance of their e-commerce website. "One of the biggest problems was just understanding how we were going to grow," says Patrick Bernard, senior digital manager. PACT Organic turned to award-winning digital agency Metric Theory, a Google Premier Partner, to help them address the situation in 2012.

"At that time, there wasn't a whole lot of search volume for products like organic clothing," says Amanda Ferrante, Metric Theory's vice president for customer success. "It was a situation where they had a fantastic product, but nobody knew about it. That was our challenge." The agency set about helping PACT Organic corral the natural/organic clothing market and grow their brand.



“Metric Theory has been a wonderful, fun relationship. I enjoy our weekly conversations and look forward to being challenged about where and how we can grow. It’s a truly collaborative effort.”  
- Patrick Bernard, *Senior Digital Manager for PACT Organic*

“PACT Organic just gets it. They know how to grow a business and understand exactly what it takes. We’re not just an agency working with a client, we’re truly a partnership. They bring a ton of new strategies and ideas to the table.”  
- Ashleigh Shapiro, *Senior Manager, Account Services for Metric Theory*

## **Together, PACT Organic and Metric Theory launched a variety of campaigns to tell a compelling visual story.**

PACT Organic’s digital marketing had long been built around AdWords, Google’s advertising program. Metric Theory helped them take this to the next level by adding YouTube ads and remarketing lists for search ads (RLSAs), which helped them to attract new customers. While these shoppers may not be looking specifically for PACT Organic products, Bernard says, “they’re searching for an organic camisole or the best pair of men’s underwear they’ve ever had. As a team, we have the ability to architect campaigns that help people realize we have the products they’re looking for, and then ultimately convert them to sales.”

## **Together, the teamwork and collaboration helped to produce 90% more conversions.**

When the PACT Organic-Metric Theory collaboration began, “our challenge was really just owning the organic space,” says Ashleigh Shapiro, senior manager, account services for Metric Theory. “Now, a lot of our initiative is learning how we can grow responsibly, because we’re starting to jump into a space where we’re going up against larger big-box retailers, instead of other smaller natural businesses. And our sights are set much higher.”

