

Hello Emily,

I like how in this “body positivity” world you care about “ forgotten” body type.

And on this note, I know you could reach more customers with your ads. And pay less for acquiring them.

Here is why I know that this is possible:

- You have a lot of ads running
(A-B testing would leave you just with the highest performing ones)
- You could be more persuasion in your ads
(Example: Did you know that a wrong-size bra makes your breasts appear SMALLER...)

Both of these things would help your ads perform much better whilst minimizing costs.

Would more customers for less money interest you?

Could we schedule a call to discuss it in further detail?

Kind regards.

Matyáš Kurek