



EccaNova



ACQUISITION FOR ACQUISITION:

**THE FAST-GROWTH PLAY THAT POSITIONED
BLUE RUN FOR A PREMIUM EXIT**

EccaNova, LLC

525 Vine St. #631

Cincinnati, OH 45201

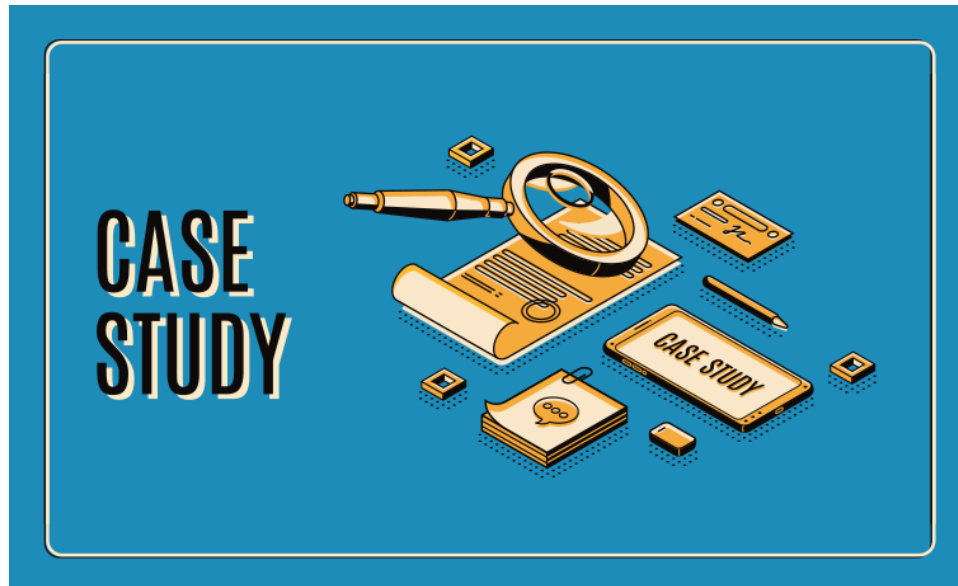
(866) 846-6682

contact@eccanova.com



TABLE OF CONTENTS

1. About The Campaign	3
2. Background	3
3. The Goal	3
4. The Challenge	4
5. Strategy & Execution	5
a. Key Tactics	5
b. Results	6





1. ABOUT THE CAMPAIGN

For Blue Run Spirits, audience growth wasn't just a marketing objective — it was a strategic lever for increasing brand equity ahead of a planned buyout.

In just six weeks, we attracted **9,117 bourbon enthusiasts at 6% under budget**, giving Blue Run both the audience and the momentum to command attention from buyers.

More than a campaign win, this **rapid growth strengthened Blue Run's valuation and accelerated its path toward acquisition.**



2. BACKGROUND

Blue Run Spirits was entering a critical growth phase. With new product launches and active acquisition discussions underway, the company aimed to rapidly expand its base of engaged customers.

3. THE GOAL

Acquire **8,500+ new email subscribers**, verified bourbon enthusiasts aged 21+, to:

- Drive new product sales
- Boost customer engagement
- Strengthen the brand's valuation and appeal to potential acquirers

All within a **6-week window** and at a **cost-per-acquisition (CPA) target of \$1.75.**



4. THE CHALLENGE

With only 6 weeks on the clock, our team had to deliver thousands verified, high-intent opt-ins for a niche campaign without compromising legal compliance.

- **Compressed timeframe:** Only 1.5 months to meet aggressive acquisition targets.
- **Strict compliance:** All subscribers needed to be 21+ years old to legally engage with the brand.
- **Premium audience targeting:** The brand needed qualified leads, not just volume. Our audience needed the means and passion to purchase high-end spirits.



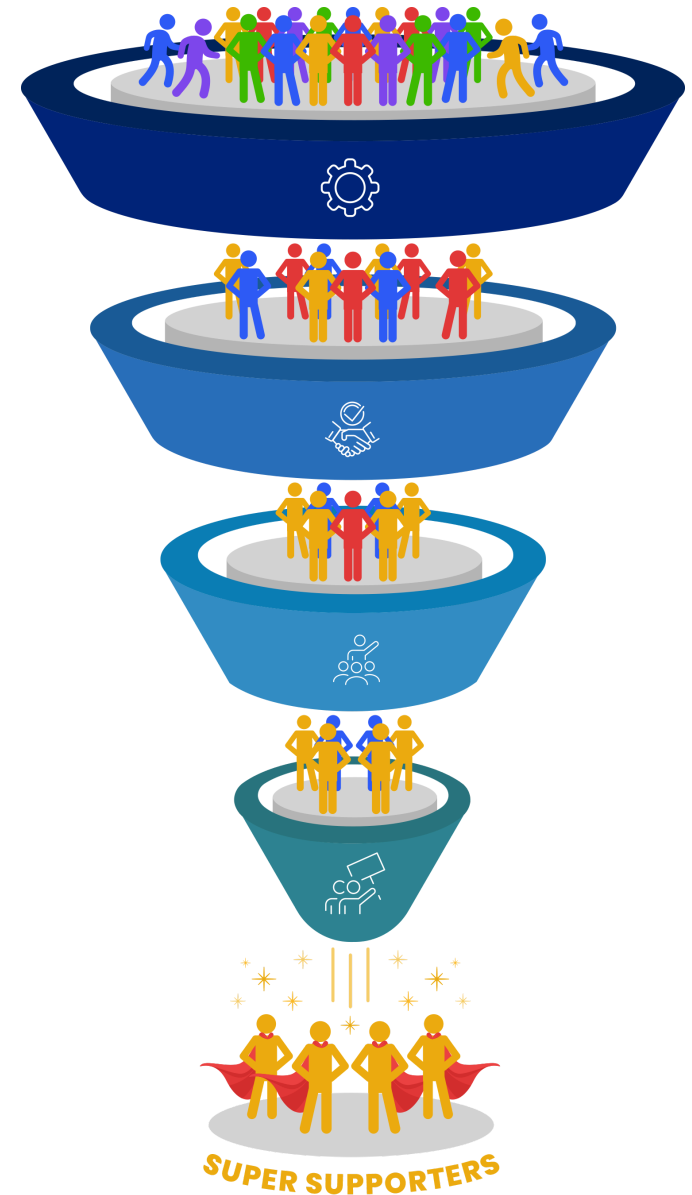


5. STRATEGY & EXECUTION

We launched a **rapid, full-funnel email & text acquisition campaign**, blending internal assets with commercial media channels to drive high-quality traffic and conversions.

A. KEY TACTICS

- **O & O Assets:** Leveraged existing email lists and high-volume websites optimized for conversions.
 - **Targeted Email List Rentals:** Geo- and interest-targeted email lists focused on bourbon fans.
 - **Display Ad Campaigns:** Purchased inventory on high-volume websites using geographic and audience targeting.
- **Audience Segmentation:** Focused on bourbon enthusiasts with higher disposable incomes, particularly those interested in collecting premium bourbon.
- **Ad Creatives & Lead Capture:** Used high-converting “yes/no” question formats to drive engagement:
 - “Are you a bourbon lover?”
 - “Do you want discounts on great bourbon?”
 - “Do you want bourbon news about limited releases?”
- **Optimized Lead Capture:** Custom landing pages captured full name, email, ZIP code, date of birth (to confirm 21+), and an optional phone number for SMS marketing.





B. RESULTS

We surpassed Blue Run Spirit's ambitious acquisition goals at a low cost while ensuring legal compliance. These results boosted Blue Run's investor appeal:

- **9,117 opt-ins** - exceeding the original goal by 7%.
- **\$1.64 cost-per-acquisition** - 6% under budget.
- **100% compliance** - all subscribers were verified as 21+.
- **Positive brand positioning for acquisition** - Blue Run demonstrated strong digital growth and consumer engagement during a critical phase of investor interest.



LOOKING TO SCALE YOUR AUDIENCE RAPIDLY?

Contact Eccanova to learn how our acquisition strategies can drive measurable results for your business.