

Multi-Brand Customer Lifecycle Strategy: 182% Revenue Growth, 45% Budget Reduction

COMPANY: CARTER'S

ROLE: SENIOR DEMAND GENERATION MANAGER



The Challenge

The \$B children's apparel retailer needed to drive growth across 3 brands (Carter's, OshKosh B'gosh, Little Planet) while absorbing a 45% marketing budget reduction.

Intensifying competition from fast-fashion players and specialty retailers demanded increased brand awareness investment, while fragmented demand generation efforts lacked full-funnel customer strategy to efficiently convert and retain families through lifecycle stages.

Impact

Revenue & Growth

- 182% Revenue Growth (Affiliate Channel)
- 30% of e-Commerce Revenue Contribution

Efficiency & Performance

- 35% new customer acquisition lift
- 52% ROAS Increase YoY
- 87% CTR improvement (segmentation + messaging)
- 45% budget decrease absorbed while maintaining targets

Engagement

- 5M+ Sessions, quarterly

My Approach

- ✓ Customer Segmentation and Personas: Partnered with Data team on persona development from customer database
- ✓ Competitive Intelligence: Built conquering strategy targeting TCP/Justice/Old Navy displaced customers with comparative messaging and promotional offers
- ✓ Full-Funnel GTM: Orchestrated Q3 integrated media strategy across 4 business goals (Recapture BTS, Protect Baby, Increase Profitability, Growth Layers) with channel-specific tactics
- ✓ Brand Launch & Positioning: Led OshKosh brand relaunch with new platform positioning, GTM planning
- ✓ Performance Marketing & Attribution: Managed affiliate partnerships, direct mail prospecting (600K prospects), and loyalty-driven CRM campaigns with rigorous testing frameworks

Key Initiatives and What I Owned

1. Customer Segmentation, Personas & Lifecycle Strategy
2. Multi-Channel Demand Generation & Performance Marketing
3. Competitive Intelligence & Market Capture
4. Brand Launch & Integrated Campaign Strategy
5. Budget Management, Analytics & Attribution
6. Agency Leadership & Cross-Functional Collaboration
7. Multi-Brand Portfolio Ownership