

Overview

Men's beauty and grooming products, focused on all natural beard growth and oils

Industry:

Men's Grooming

Headquarters:

Rio Rancho, NM

Challenges

- Managing a business with a variety of systems and providers
- Making business decisions without access to customer and revenue data
- Creating custom offers and managing multiple campaigns is difficult and time consuming
- Finding an eCommerce platform that could scale with the company

Solution

- Single system of record that integrates with all providers
- Flexible billing and offer customization
- Detailed business and customer analytics and reporting
- Seamless campaign management
- Scalable platform with revenue maximization

Results

- Profitability and scale: 5x in yearly revenue
- Unified data provides single source of truth
- Ability to easily create and test campaigns with different billing models and price points
- Business decisions powered by data driven insights

How Legendary Man Scaled Their Subscription Business 5x With LimeLight

Nate Lind owns HaloRiver Management Group which is the holding company for many prominent brands, among which is Legendary Man, that sells beard growth, beard oils, and skin care products. Nate has been an online entrepreneur since 2012 and has sold a little over a \$100m dollars worth of products to consumers around the world. After his success with Halo River, he started a trade show called ADSUM; an advertiser focused performance marketing trade show.



The Challenge

When Nate started his business in 2012, he was on the hunt for a single system to manage all of his online pursuits. He had lots of different providers, but no system that could tie it all together. He needed one place where he could create customized offers, manage campaigns, and integrate all of his providers.

Most of all, Nate needed insight into his business. Trying to grow his business was challenging when he didn't know exactly what was going on, or what was required to overcome the beginning challenges. He needed insight into critical metrics so he and his team could problem solve and fix things on the fly. Some of the key things Nate wanted to understand:

- The specifics of the profitability of the campaigns they were running
- Churn and length of customer relationships
- Whether or not they were making any money!

The Solution

Nate was looking for a single eCommerce engine for his business, a platform that would not only help him grow his business, but also have all the features he needed to help him scale smoothly. That's precisely what he found with LimeLight – a reliable, secure, and flexible platform that made managing his business easy and handled the complexities of scale with ease. With LimeLight, Nate not only found the right technology, but he also found a business partner with the expertise and dedication to take his business to the next level.

Vast Integrations

Nate was looking for a single system of record to run his business, which meant he needed a platform that integrated with all his providers, from payment gateways to fulfillment to call centers and more. LimeLight provided Nate with 400+ integrations to choose from. And since all of LimeLight's integrations are built in-house instead of 3rd party plugins, Nate had confidence in the accuracy of the data and the depth of data collected, and was able to maximize his ability to gain actionable insights across customer touchpoints. "LimeLight is the undisputed champion of integrations; it seems like they've had an unrealistic ability to integrate with damn near everybody."

Billing Customization

Nate needed a platform that would support many different billing models – single purchase, free trial, and different subscription variations. LimeLight enabled him to create highly customized offers (discounting models, upsells, etc.) and deliver them to various segments of customers. "There are many platforms out there that have very standardized billing models that force you to pick a model from a drop-down menu, but with LimeLight you can pick from a variety of different models, or even create them from scratch. You have a wide variety - the sky's the limit."

Seamless Campaign Management

Nate was looking for a platform that would enable him to create and iterate on campaigns quickly. LimeLight gave Nate the ability to easily create, tag and track many campaigns mapped to different landing pages, promotions, billing models and more. "LimeLight offers essentially unlimited campaign management. The flexibility and oversight of the campaign management tool are very helpful."

Detailed Analytics and Reporting

Above all, Nate needed data and insights so he could understand and measure the health of his business. With LimeLight, Nate got a view into key metrics such as MRR, LTV, AOV, churn, and more. Armed with data, he knew when and which actions to take to achieve business goals. "With LimeLight it's so much easier to understand what metrics we need to look at and how to fix problems, sometimes before they even occur."

Revenue Maximization Tools

As a growing company, Nate needed a scalable platform and a business partner with eCommerce expertise. LimeLight provided Nate with not just a single platform to run his business, but also additional monetizing tools he didn't even know he needed, to take his company to the next level. "LimeLight's Anti-Fraud solution [a managed service with Kount], has helped us save tens of thousands, if not hundreds of thousands of dollars." "Account Updater [automatically updates credit cards if they expire], has really just found revenue for me as an eCommerce merchant, that I would recommend to anyone that is selling products on a subscription."

The Results: Growth and Scale

The first year Nate was in business in 2012, his company sold a little over \$4m in products. They doubled in size from 2012 to 2013, doubled again the year after, and have been in the \$10-20m a year range for the last several of years.

"None of this growth would've been possible without the LimeLight platform and the team behind it. There's always been a common theme from the ownership and from all the staff to see my business succeed."

As the system of record Nate used to run his business, LimeLight helped him focus his efforts and train all his employees and third-party providers on a single system. LimeLight empowered Nate with access to actionable business insights through unified data – by bringing customer data across acquisition, payments, and retention interactions into a single platform.

"LimeLight is literally our office, the one system of record we need to run our business. We can be anywhere in the world, and if we have access to the platform, we are able to get our jobs done."

– Nate Lind, CEO & ADSUM Founder