

# Wild's Digital Marketing Activity Report

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## 1. Executive Summary

This report analyses the digital marketing strategy of Wild, a leading UK sustainable personal care brand targeting convenience-led conscious switchers. Analysis reveals friction in converting users from consideration to purchase, primarily due to consumer skepticism about the performance of natural deodorants. Additionally, its TikTok strategy and early-stage email flows lack sufficient performance reassurance, with emails frequently pushing promotions too quickly. To accelerate CLV and reduce friction, Wild should optimise its channels by featuring structured performance validation on TikTok. Furthermore, the brand must target non-branded keywords to capture early search intent and mitigate AI zero-click risks. Finally, Wild could restructure its email lifecycle to prioritise product education and social proof before initiating upselling.

## 2. Introduction

### 2.1 Brand Overview

Wild is a B-Corp-certified company and the UK's leading refillable bathroom brand, committed to eliminating single-use plastic from everyday personal care routines. Wild was established in response to an unmet demand for a modern, convenience-led brand that could deliver on natural and sustainability credentials (London, 2021). Its portfolio includes deodorant, body wash, lip balm, hand wash, and soap bars. It uses 90% natural-origin ingredients and bio-based Vivomer refills that are plastic-free (Wild, 2025). As a subscription-led brand, Wild's objective is to maximise CLV by accelerating repeat purchase while maintaining efficient acquisition costs. Hence, their value proposition is: *"We're on a mission to eradicate single-use plastic from bathrooms all around the world – and we're armed only with our range of refillable personal care."* (Wild, 2024)

### 2.2 Market Dynamics

Wild operates in the personal care market, with a market size of USD 401.57 billion in 2025 (Fortune Business Insights, 2026). However, it competes more specifically in the premium natural deodorant and refillable personal care segment, where differentiation is shaped by sustainability positioning, subscription convenience, and brand credibility rather than price competition alone. Its main competitors include Fussy, PiperWai, and KanKan (CBINSIGHTS, n.d.). Compared to mass deodorant brands, Wild operates at a price premium, requiring digital marketing to justify functional performance alongside sustainability to reduce perceived switching risk.

After being acquired by Unilever in April 2025, Wild has slowly transitioned from Direct to Consumer (DTC) to an omnichannel, thus creating strategic tension. While retail presence increases reach and trial, it reduces direct customer data access, limiting Wild's ability to control first-party data, personalise communication, and optimise subscription conversion. The acquisition by Unilever received backlash regarding "greenwashing" scepticism as

Unilever carries the brand image of being among the world's top plastic polluters, and faces challenges to meet its net-zero goal by 2039 (Reed's Refillery, 2025). Furthermore, customers have rising expectations regarding brand authenticity and corporate sustainability (Reichheld et.al, 2023), where Unilever risks that some of Wild's core audience will disengage post-acquisition.

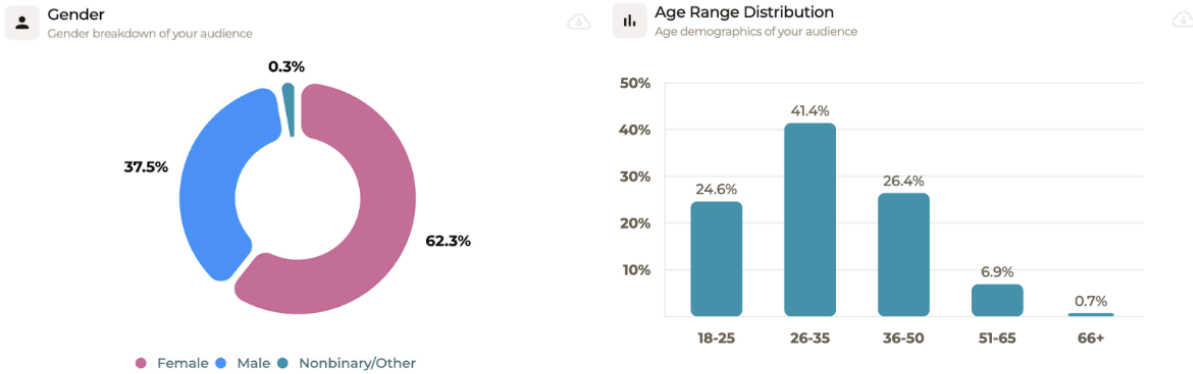
With the rise of Google's AI Overview rollout, Wild faces the "no-click" threat, where users will be able to receive answers without visiting Wild's website. This may risk Wild losing website traffic, which has further implications in the customer journey and their purchasing behaviour. Thus, this increases the importance of branded search strength and mid-funnel engagement, as informational traffic may decline under zero-click search environments.

### **3. Target Persona**

Wild's target persona is *convenience-led conscious switcher*, meaning consumers who are willing to try sustainable personal care, but only when the product performs well and is easily accessible in everyday contexts. While this persona values sustainability, it does not outweigh efficacy or convenience considerations. SparkToro data indicates that interest in sustainable personal care in the UK is predominantly female, with the largest segment aged 26–35, followed by 36–50 (**Figure 1**). Although sustainability interest spans age groups, this report focuses on women aged 26–35 as the primary strategic persona. Therefore, the persona risks overlooking other segments, such as those aged 18-25, whose behaviour might differ. Furthermore, personas assume static consumer behaviour, where in reality, a consumer's priorities are often dynamic.

Key barriers stem from performance risk and behavioural inertia. In hygiene categories, consumers prioritise efficacy; however, "natural" product framing may unintentionally signal reduced effectiveness (Luchs et al., 2010). Additionally, routine-based categories are largely shaped by automatic repeat purchasing, meaning habitual inertia limits active reconsideration of alternatives (Verplanken and Wood, 2006). Given this segment's high digital literacy and frequent exposure to sustainability discourse, this persona exhibits conditional trust. That is, environmental claims are persuasive when supported by credible evidence, social proof, and functional clarity (Nyilasy et al., 2014). Despite these barriers, this segment is motivated by reducing environmental impact without compromising performance or convenience (Carrington et al., 2010; Luchs et al., 2010). Furthermore, sustainable consumption can function as a form of identity signalling, especially among young customers aiming to express pro-social values (Griskevicius, Tybur & Van den Bergh, 2010). Yet, routine-based deodorant purchases can be shaped by price promotions, fragrance preference, or brand familiarity rather than by environmental attitudes (**Figure 2**).

**Figure 1: Demographic Interests in Sustainable Personal Care**



(Sparktoro.com, 2026)

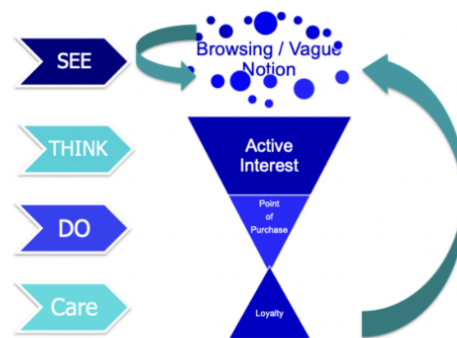
**Figure 2: Sample Target Persona**

<p>NAME</p> <p><b>Emma Smith</b></p>		<p>TYPE</p> <p><b>Convenience-Led Conscious Switcher</b></p>	
	<p><b>Background</b></p> <p>Emma has high digital literacy. She is regularly targeted with viral wellness products on Instagram and TikTok. She is part of the 73% of Millennials who are willing to pay more for sustainable goods.</p>		
	<p><b>Goals</b></p> <p>She aims reduce her single-use plastic consumption, especially when it comes to her personal care routine.</p> <p>She is looking for a product that provides long-term functional reliability and needs a product that provides 24-hour protection during her busy work day.</p> <p>She is seeking a convenience and prefers an experience where refills are delivered through a subscription model. This allows her to fit her existing lifestyle without additional effort.</p>		
	<p><b>Motivations</b></p> <ul style="list-style-type: none"> <li>Uses sustainable products as a way to express her ethical values to her peers</li> <li>Motivated by Wild's B-Corp status and natural origin ingredients</li> </ul>		<p><b>Frustrations</b></p> <ul style="list-style-type: none"> <li>Worried that "natural" products signal reduced effectiveness compared to high-street brands</li> <li>Annoyed by physical product issues like white marks on clothes or refills becoming too soft in the case</li> <li>Skeptical about greenwashing claims following Wild's acquisition by Unilever</li> </ul>
<p><b>Demographic</b></p> <p>Female 31 years</p> <p>United Kingdom</p> <p>Single</p>			
<p><b>UXPRESSIA</b> This persona was built in uxpressia.com</p>			

## 4. The User Journey

To identify Wild’s digital marketing strategy, the See-Think-Do-Care framework (Kaushik, 2013) will be applied to examine the full user journey map. This approach examines how awareness evolves into consideration, purchase, and ultimately subscription-based loyalty (Figure 3). The limitations of this framework assume linear progression, while real behaviour is non-linear, thus consumers may bypass stages or move backwards between them.

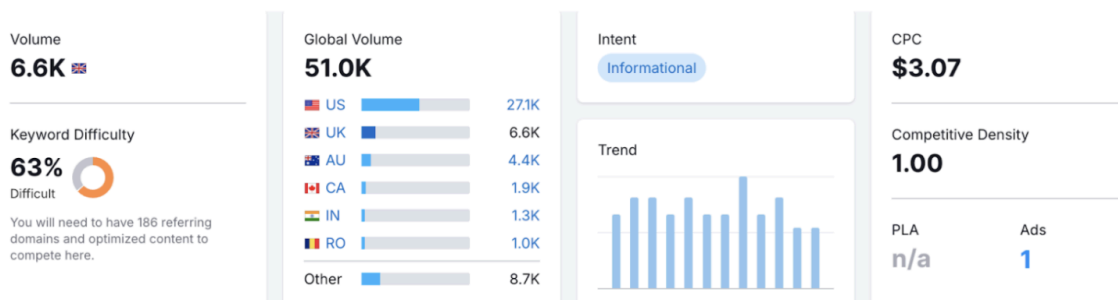
Figure 3: The STDC Framework (Kaushik, 2013)



### 4.1 See

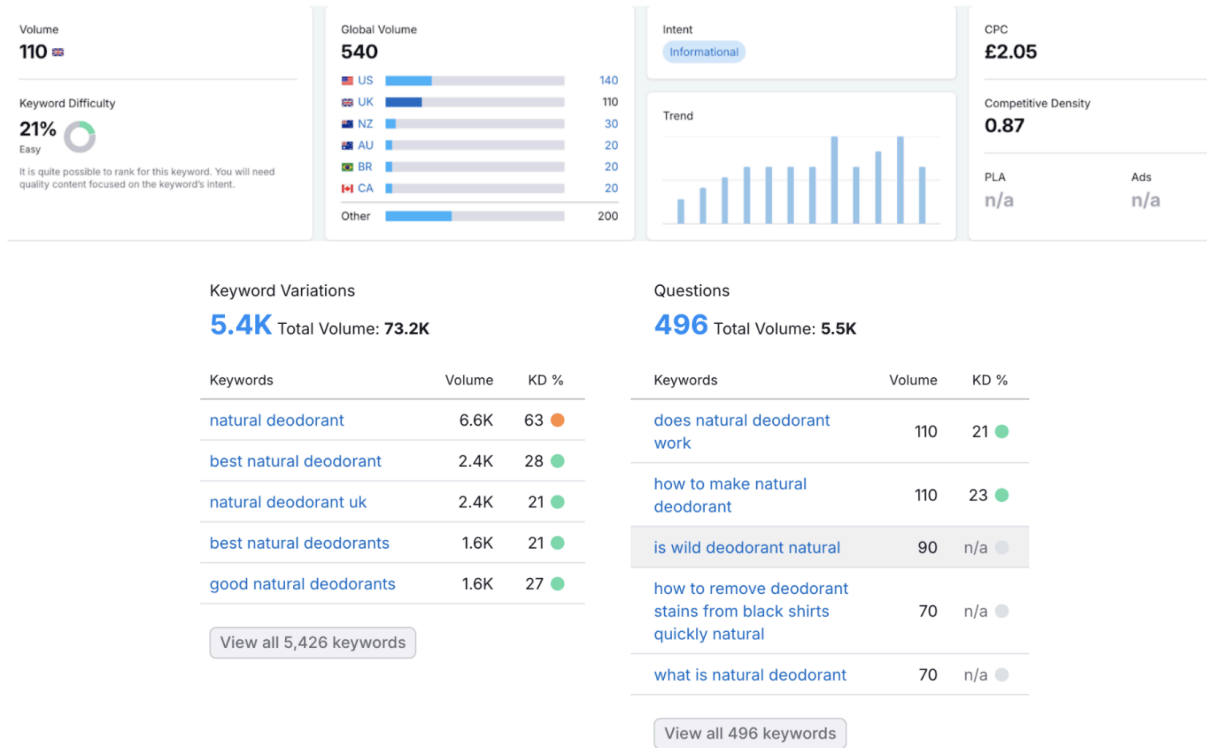
SEMrush data reveals the keyword “*natural deodorant*” generates 6.6K monthly UK searches, classified primarily as informational, with a CPC of \$3.07 (Figure 4). However, the limitation with SEMrush is the absence of branded qualifiers, and the prominence of 496 question-based variations indicates early-stage category evaluation rather than transactional intent. Queries such as “*does natural deodorant work?*” reflect performance scepticism, directly aligning with the persona’s efficacy-related barriers (Figure 5).

Figure 4: Keyword Research on “*natural deodorant*”



Tool Used: SEMrush

**Figure 5: Keyword Research on “does natural deodorant work?”**



**Tool Used: SEMrush**

#### 4.2 Think

The seed keyword “best natural deodorant UK” suggests commercial intent, reflecting mid-funnel consideration rather than passive discovery. Findings from AnswerThePublic reveal performance-specific queries such as “best natural deodorant for sensitive skin” and “that really works.” This demonstrates narrowing behaviour based on functional criteria alongside performance skepticism. Searches such as “best natural deodorant UK reddit” reflect the reliance on peer-generated validation outside brand-controlled environments, highlighting the importance of third-party credibility during evaluation.

Google SERP analysis further reveals the prevalence of list-based rankings (e.g., “17 best natural deodorants that really work”) and review-based content, confirming that users seek structured evaluation before purchase (Figure 6).

**Figure 6: Sample List-Based Ranking and Review-Based Content**

Get the Gloss  
<https://www.getthegloss.com> › Beauty

**The 17 best natural deodorants that really work**  
 The one you can use all over your body: Luna Daily The All Over Deodorant in Hydrating Soft Cotton, £14 ; The natural deodorant that smells like perfume: Phlur ... [Read more](#)

Reddit · r/AskUK  
 20+ comments · 1 year ago

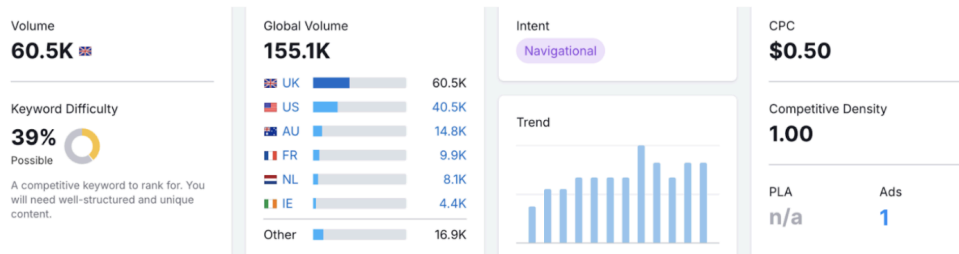
**Are there any good natural or aluminium-free deodorants?**  
 Lush's Aromaco is the only natural deodorant I've used that actually works and smells nice. The zero plastic packaging is the icing on the cake. [Read more](#)  
 27 answers · Top answer: I'm using a salt of the earth stick, a bit pricey but lasts months. I've used 2 1/...

**Natural deodorants that work? (UK) : r ...** 34 answers 27 Nov 2023  
**[Product Request] What's the best natural deodorant ...** 429 answers 30 Sept 2023  
[More results from www.reddit.com](#)

**4.3 Do**


SEMrush indicates that “*Wild deodorant*” attracts 60.5K monthly UK searches and is categorised as navigational, reflecting high purchase intent (**Figure 7**). Google SERP results are dominated by Wild’s website and major retailers, reinforcing transactional readiness (**Figure 8**). Although CPC is low (\$0.50), branded volume remains high, indicating strong brand recall.

**Figure 7: Keyword Research on “Wild deodorant”**



**Tool Used: SEMrush**

**Figure 8: SERP Analysis of “Wild deodorant”**

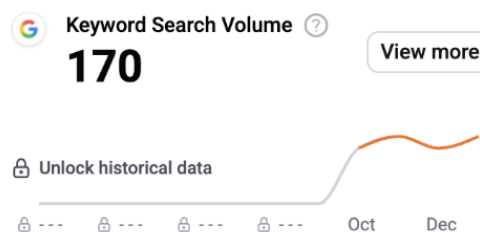
URL
1 <a href="https://wearewild.com/">https://wearewild.com/</a>  <b>wearewild.com</b>  Sitelinks
>  People also ask (4 links)
2 <a href="https://www.boots.com/wild">https://www.boots.com/wild</a>  <b>boots.com</b>
3 <a href="https://www.amazon.co.uk/Wild-Refillable-Eco-Friendly-Protection-Ingredients/d...">https://www.amazon.co.uk/Wild-Refillable-Eco-Friendly-Protection-Ingredients/d...</a>  <b>amazon.co.uk</b>

**Tool Used: SEMrush**

#### 4.4 Care

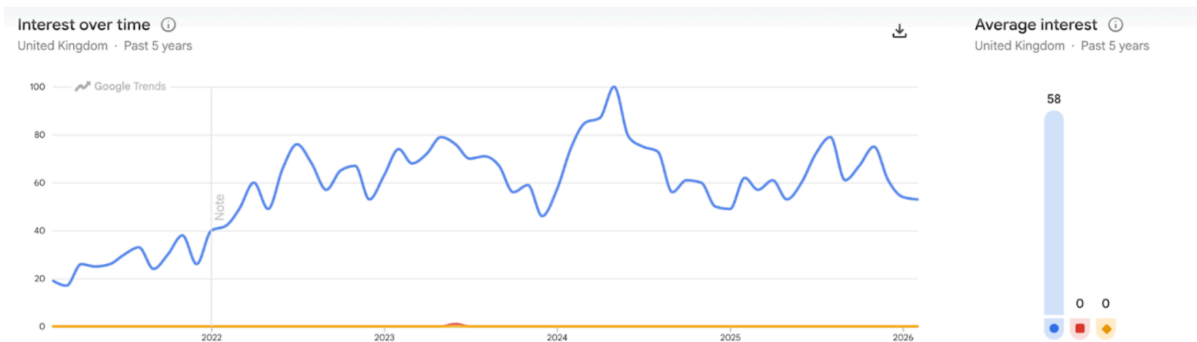
The query on Ubersuggests “wild deodorant login” records 170 monthly UK searches (**Figure 9**), indicating active account access and ongoing lifecycle interaction. Login-oriented queries tend to reflect an existing customer base managing subscriptions and refill cycles, signalling retention-stage engagement. Yet, the relatively low volume may indicate limited proactive account engagement beyond transactional needs. Additionally, a five-year Google Trends comparison of “Wild deodorant,” “Wild deodorant cancel,” and “Wild deodorant refund” in the UK demonstrates consistently strong brand interest, while cancellation and refund-related queries remain minimal (**Figure 10**). Trustpilot data further supports retention stability, as Wild holds a 4.6/5 average rating from over 92,000 reviews, indicating strong perceived customer satisfaction (Trustpilot, 2024)

**Figure 9: Keyword Search Volume for “Wild deodorant login”**



**Tool Used: Ubersuggest**

**Figure 10: Google Trend Analysis for “Wild deodorant,” “Wild deodorant cancel,” and “Wild deodorant refund”**



**Tool Used: Google Trends**

## 5. Customer Journey Map

The customer journey translates the STDC analysis into a stage-based model for the primary persona, Emma (**Figure 2**). Although presented sequentially, behaviour is iterative, especially in habitual FMCG contexts.

### Stage 1: Awareness

Emma encounters Wild through social media exposure and retail visibility. That is, Wild is not competing against low visibility, but against consumers’ existing deodorant habits. Yet, as identified in the ‘See’ stage, early-stage interest is shaped by scepticism rather than environmental motivation. Thus, for Emma, awareness depends on credibility, with sustainability creating interest while performance determines progression.

### Stage 2: Consideration

Emma prioritizes risk reduction. As outlined in the ‘Think’ stage, her evaluation centres on peer validation and performance comparison, where performance credibility becomes more influential than environmental positioning. Her evaluation criteria are narrowed to performance reliability, suitability for sensitive skin, and long-lasting protection. Sustainability remains important, yet only after performance credibility has been established.

### Stage 3: First Purchase

Despite existing brand awareness, Emma hesitates when prompted with a subscription. Retail partnerships with Tesco or Sainsbury’s reduce psychological risk by enabling one-off trials and physical inspection, aligning with her preference for convenience and low commitment.

### Stage 4: First Use Experience

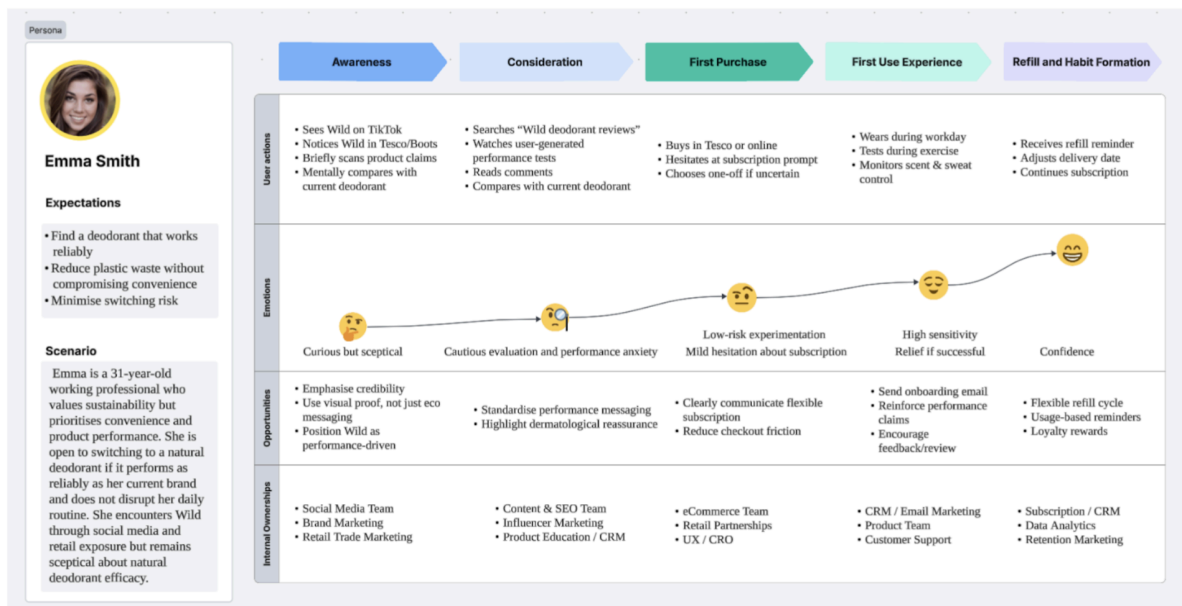
Emma monitors product performance during the first week. She tests the product under high-sensitivity contexts, including extended work hours, physical activity, and social exposure, where failure would be noticeable. Retention at this stage is mainly performance-driven. Consistent performance reinforces switching, while inconsistency

increases the likelihood of reverting to her previous brand. Thus, early reassurance plays a crucial role in preventing churn.

### Stage 5: Refill and Habit Formation

Once performance is validated, habit formation begins. Emma remains subscribed as long as the refill process feels effortless and adjustable. While convenience supports habit formation, perceived inflexibility and automation may trigger disengagement. Hence, long-term value depends on maintaining seamless subscription management while strengthening emotional attachment.

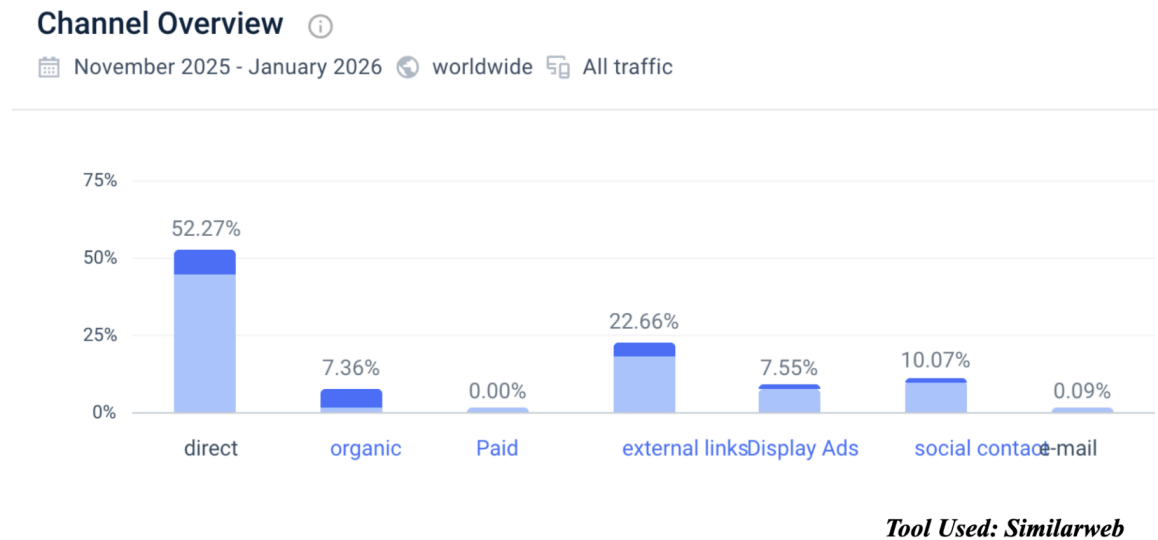
**Figure 11: Sample Customer Journey Map**



## 6. Current Digital Channel Analysis

**Figure 12** examines 3 channels: TikTok, Search, and Email. TikTok and Search reflect users during the ‘See’ and ‘Think’ stages, while Email targets ‘Do’ and ‘Care’ stages in the STDC framework.

**Figure 12: Wild’s Channel Overview**



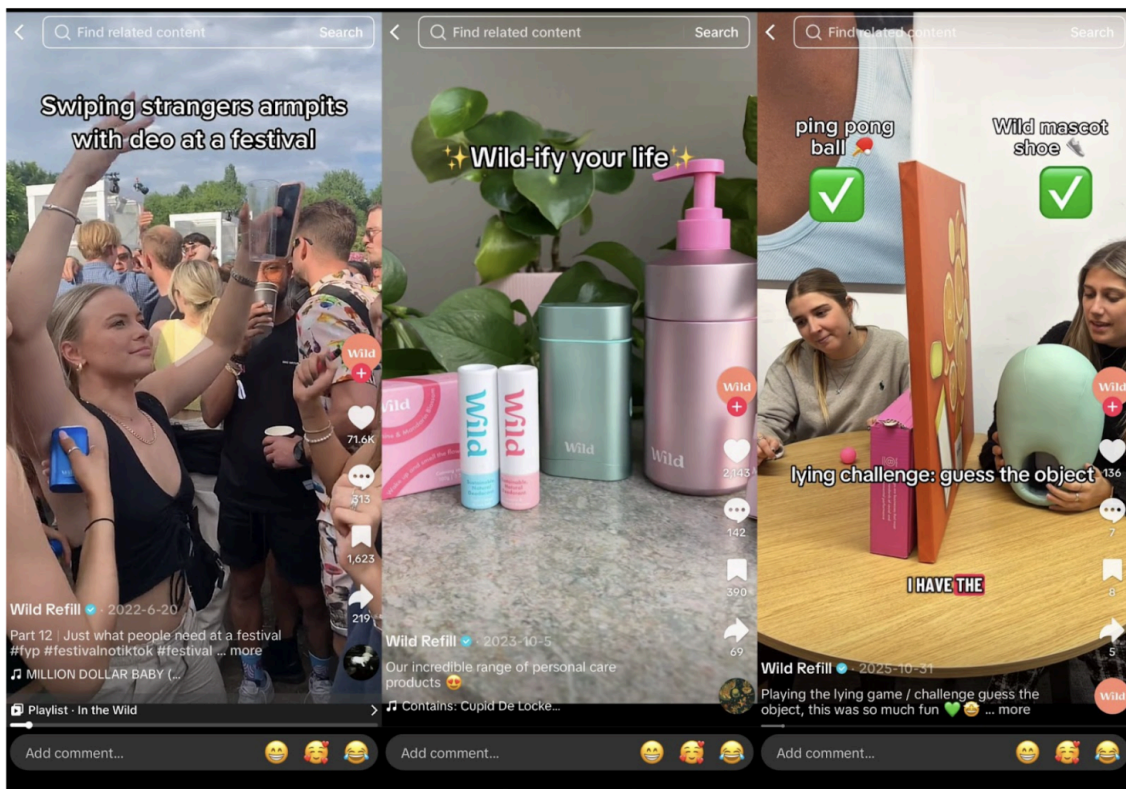
### 6.1 Channel 1: Social Media - TikTok

TikTok functions primarily at the ‘See’ and early ‘Think’ stages of Wild’s user journey, shaping brand discovery and initial evaluation. EMARKETER (2026) reports that among users aged 25–44, 54% gather more information about a brand after discovering it on TikTok, and 47% make a purchase influenced by the platform. This highlights TikTok’s ability not only to generate awareness but to stimulate early purchase consideration.

At the ‘See’ stage, Wild prioritises broad appeal themes such as natural deodorant and sustainable lifestyle. These align with the browsing behaviour of its target persona and are optimised for TikTok’s recommendation algorithm, which amplifies lifestyle-led, relatable content. Similarweb data shows that social traffic contributes approximately 10.07% of Wild’s total website visits (**Figure 12**). Social media typically accounts for 5-15% of total website traffic, suggesting Wild’s performance sits within a healthy mid-range benchmark (Umbrex, 2024). This indicates TikTok meaningfully supports brand visibility, but it is not a dominant conversion driver.

Wild’s official TikTok presence avoids aggressive selling, instead using playful and trend-driven formats, such as doing the “lying challenge game” with Wild’s product. Additionally, paid creator partnerships embed Wild into everyday contexts, positioning it as a seamless lifestyle choice rather than a functional hygiene product (**Figure 13**).

**Figure 13: Wild's TikTok Channel**



As users move into early evaluation, content shifts toward performance validation. Wild actively encourages user-generated content, including 12-hour wear tests, comparison videos, and honest reviews.

However, Wild's TikTok marketing strategy presents several limitations. Firstly, TikTok's short-form, trend-driven format may constrain Wild's ability to communicate detailed performance reassurance, especially for its eco-conscious but efficacy-sensitive customers. Secondly, heavy reliance on creator-led messaging introduces variability in how functional benefits are framed, potentially weakening consistency at the 'Think' stage and reducing progression into purchase decisions. Lastly, TikTok's algorithm-driven environment creates a risk of creative fatigue, requiring continuous content iteration. Furthermore, while influencer content can significantly boost visibility, attribution remains difficult to track, as some online discoveries lead to offline purchases.

## **6.2 Channel 2: SEO (Organic Search)**

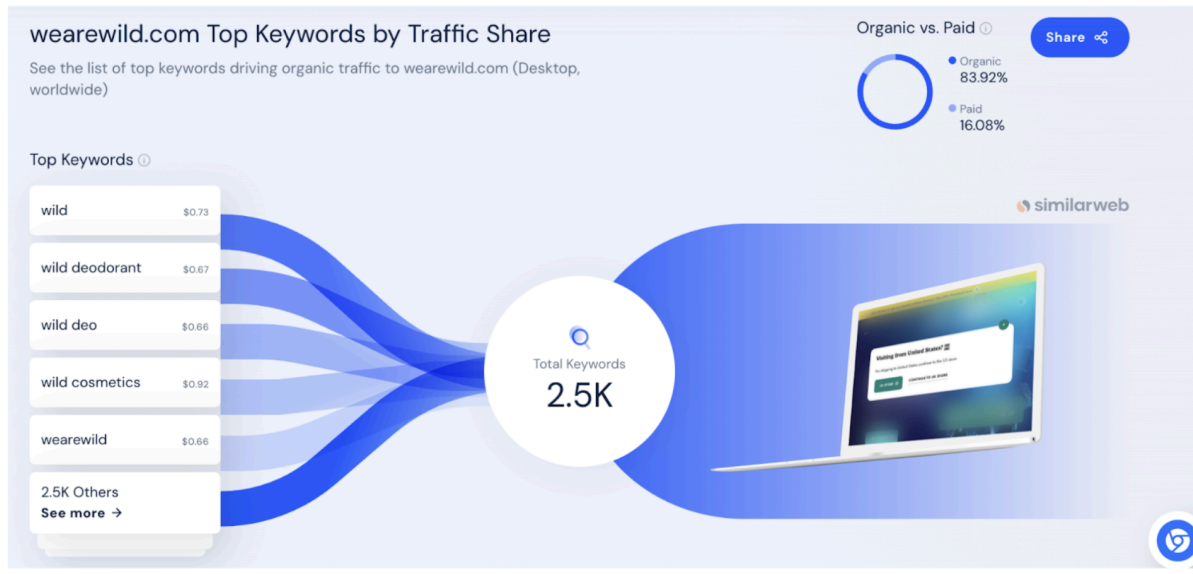
Organic search plays a critical role in shaping Wild's mid-lower funnel demand capture, especially during active evaluation of deodorant alternatives. Similarweb data indicates that 83.9% of traffic is organic, suggesting Wild depends primarily on search visibility rather than paid acquisition for sustained traffic generation (**Figure 14**). Most high-traffic keywords are

branded, including “wild”, “wild deodorant”, and “wild cosmetics”, implying that organic search predominantly captures existing brand demand rather than driving category-level discovery. Although this signals strong brand equity and high-intent demand, it exposes limited visibility in non-branded consideration-stage search.

Additionally, Wild shows strong technical SEO performance, evidenced by a higher Domain Authority compared to competitors such as PiperWai and KanKan (Figure 15, Appendix A). This suggests a robust backlink structure and enhanced search visibility, reinforcing ranking performance. Backlinks from high-authority domains reinforce perceived legitimacy and third-party endorsement (Figure 16). This external validation might support consideration-stage trust formation. Yet, strong authority does not alone translate into broader non-branded traffic growth.

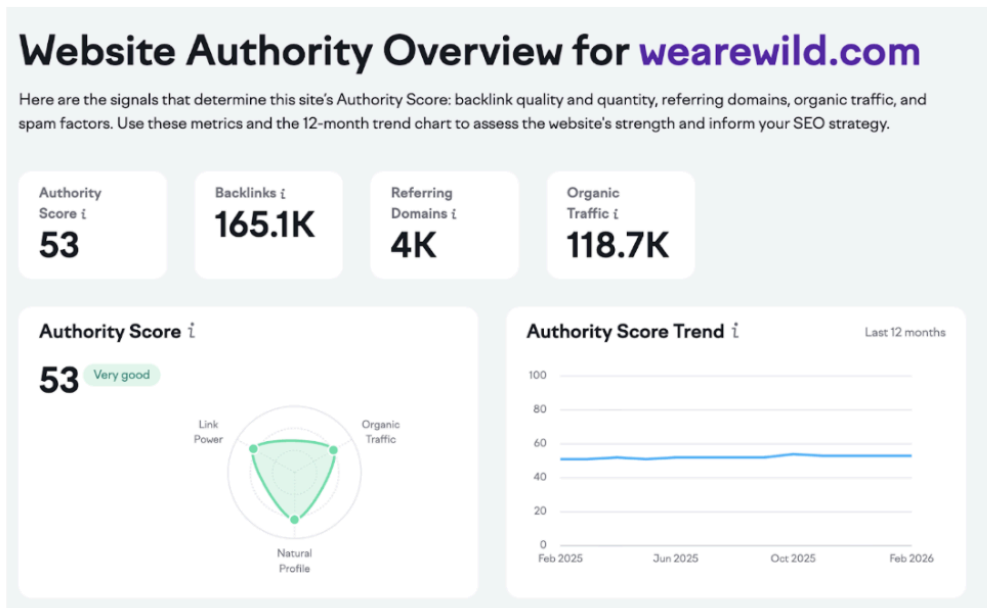
Strategically, Wild’s organic visibility appears heavily brand-led rather than informational or problem-oriented queries. With Google’s AI Overviews and zero-click results, this reliance creates vulnerability. That is, overreliance on branded demand may restrict Wild’s ability to capture new users at the early exploration stage.

**Figure 14: Wild’s Top Keywords by Traffic Share**



**Tool Used: Similarweb**

**Figure 15: Wild's Website Domain Authority**



**Tool Used: SEMrush**

**Figure 16: Wild's Top Linking Domains**

## Top Linking Domains

The top linking domains based on Domain Authority (DA), a metric which predicts ranking potential based on links. [Learn more about Domain Authority.](#)

Domain	DA
<a href="https://shopify.com">shopify.com</a>	95
<a href="https://medium.com">medium.com</a>	95
<a href="https://feedburner.com">feedburner.com</a>	95
<a href="https://spotify.com">spotify.com</a>	94
<a href="https://mirror.co.uk">mirror.co.uk</a>	94
<a href="https://ft.com">ft.com</a>	94
<a href="https://washingtonpost.com">washingtonpost.com</a>	94

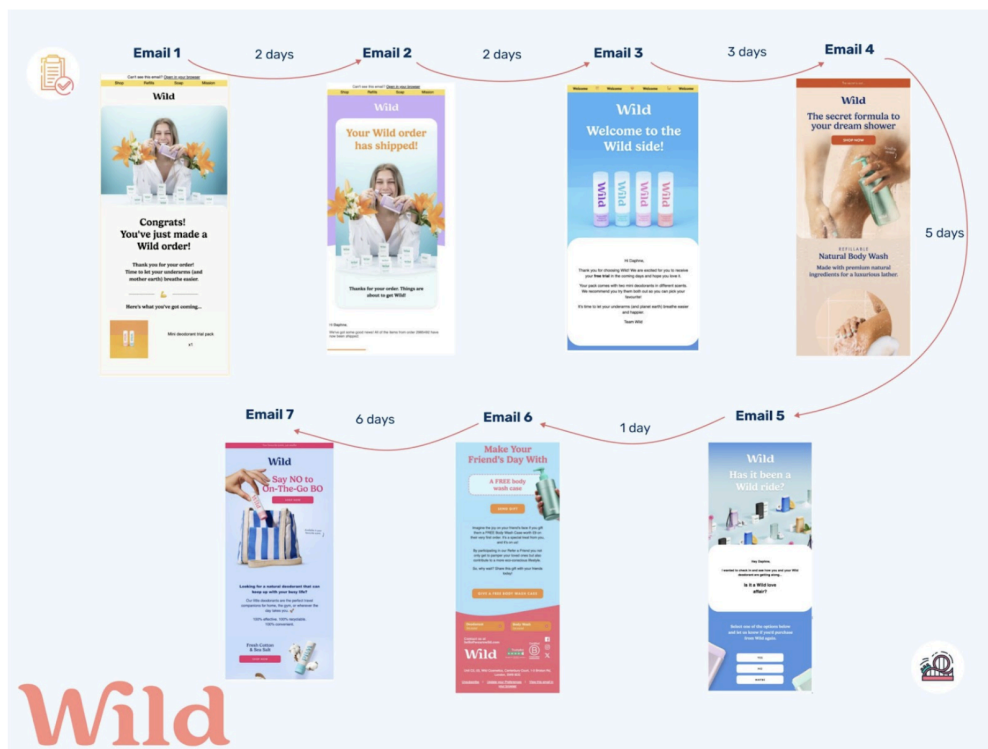
**Tool Used: Moz**

### ***6.3 Channel 3: Email Marketing (CRM)***

E-mail marketing is a core part of Wild's CRM infrastructure, reinforcing both conversion and retention in its subscription-led refill model. Through Klaviyo, Wild deploys structured lifecycle automation, including welcome sequences, order confirmations, onboarding, cross-sell promotions, referral nudges, and re-engagement surveys. UX analysis identifies a seven-touchpoint sequence delivered over approximately nineteen days (Tideman, 2024) (*Figure 17*).

While this structure demonstrates a clear strategy to convert first-time buyers into repeat customers, several flow-level limitations emerge. The e-mail journey moves rapidly from transactional reassurance to promotional upsell, with referral messaging introduced prior to clear satisfaction signals. Early promotional intensity may reduce trust and reduce long-term retention, especially for first-time natural deodorant buyers, who may still be evaluating product efficacy. Marketing benchmarks indicate that aligning email sequencing with customer behavioural signals improves lifecycle effectiveness (Salesforce, 2023). Furthermore, the flow lacks structured educational content around correct usage and adaptation periods, which is essential in categories where natural alternatives may require behavioural adjustment. The sequence also demonstrates limited integration of social proof, such as testimonials or validation signals, despite evidence suggesting testimonial cues reduce perceived risk and increase conversion in experiential categories (Panoramata, 2024). Additionally, subject lines appear longer than mobile best-practice guidelines, potentially constraining visibility and engagement in smartphone-led consumption contexts (Panoramata, 2024). As Wild's growth model is subscription-led, lifecycle email effectiveness directly shapes CLV by accelerating time-to-second purchase and stabilising refill continuity.

**Figure 17: Wild's Email Marketing Structure**



## 7. Digital Marketing Strategy Recommendations & Implementation Plan

While Wild performs strongly at awareness and branded conversion stages, analysis demonstrates friction in progressing users from ‘Think’ to ‘Do’ and retention instability within ‘Care’. Given Wild’s subscription-led model, sustainable growth depends not on traffic expansion alone, but on reducing friction, strengthening retention, and accelerating CLV. Three structural weaknesses limit CLV growth. Firstly, performance reassurance is inconsistently delivered during mid-funnel evaluation, constraining progression from consideration to purchase. Second, organic traffic depends disproportionately on branded search, restricting category-level visibility in an AI-mediated search landscape. Finally, within the email channel, lifecycle sequencing does not fully align with behavioural confidence formation, risking early churn in a performance-sensitive segment. These weaknesses reflect friction across the Think-Do and Care stages of the STDC framework. Wild should utilise the sample performance dashboard highlighted in **Figure 18**.

### 7.1 Social Media Strategy: TikTok

To address mid-funnel friction, TikTok should be restructured from a predominantly awareness-led channel into a See-Think progression mechanism that reduces performance uncertainty before purchase. At the See stage, TikTok should continue driving broad discovery through lifestyle-led content that embeds Wild into everyday routines and reinforces sustainability identity. However, given that performance scepticism is the primary barrier to switching, the early Think contents should focus on structured reassurance, including comparative demonstrations, dermatologist collaboration videos, and ingredient

breakdown explanations. Such content would directly counter efficacy concerns and support users to move from consideration to purchase.

To improve message mid-funnel consistency from creator-led content, Wild should give creators a clear briefing outlining key claims like longevity, sweat control, and natural formulation. Pre-publish alignment can reduce variability in how performance benefits are communicated. Also, to solve creative fatigue, Wild should diversify its creator base by partnering with micro-creators and testing multiple performance-led narratives instead of overrelying on a single format. Simultaneously, attribution challenges can be addressed through cross-channel analytics such as point-of-sale data, CRM data, and post-purchase surveys to track marketing performance. However, given TikTok's algorithm instability and fluctuating organic reach, Wild must adopt ongoing content optimisation and performance monitoring to ensure channel effectiveness and sustained contribution to subscription-led growth.

### ***7.2 Organic Search Strategy: SEO and Paid Search***

In order for Wild to move beyond reliance on branded search, Wild must also target both short-tail and long-tail keywords in order to capture users at every stage of the funnel while mitigating the “no-click” risk. It may increase its overall reach and lead to a higher conversion rate. Based on **Figure 4**, keyword search volume for “Natural Deodorant” is relatively high with a CPC of \$3.07. As this stage is crucial for users to discover the brand, Wild should selectively invest in high-intent category keywords where the likelihood of conversion outweighs the higher CPC cost. As such, this will increase its search ranking. Moreover, bidding for long-tail keywords is advantageous for Wild as there is relatively low competition and lower CPC, especially during the “Think” stage. Although phrases such as “Does natural deodorant work?” (see **Figure 5**), generate relatively low volume, it reflects high intent, efficacy-focused search behaviour that is more likely to convert. Capturing performance-led queries is essential for a persona whose primary barrier is efficacy uncertainty rather than sustainability awareness. Yet, increased competition for high-intent keywords may reduce ROI, requiring sustained optimisation of bidding strategies.

To optimise for Google's AI Overviews, Wild must adopt a semantic 'Answer-First' structure. This involves using H2 headers to reflect high-intent consumer questions. For example, “Is Wild deodorant safe for sensitive skin?”, which immediately should be followed by a concise 40–60 word answer block. This structure allows the AI crawler to assign a higher confidence score, signaling high relevance and accuracy, which increases the probability of Wild being cited as the authoritative source in zero-click search results (Shvaya, 2025).

### ***7.3 Email Marketing Strategy: Lifecycle Optimisation***

E-mail marketing plays a central role in Wild's subscription-led model, as lifecycle engagement directly supports Customer Lifetime Value. Yet channel analysis revealed that although Wild has a structured automation through Klaviyo, heavy early-stage promotions

may weaken trust among new buyers who have not validated the product's effectiveness. To improve the e-mail effectiveness, Wild should prioritise reassurance and education before upselling. Given the persona's performance scepticism and conditional trust, early emails must validate performance through education and social proof. Referral and cross-sell messaging should be deployed after behavioural signals indicating satisfaction. Subject lines should align with mobile optimisation thresholds to improve open rates. This reflects a broader industry transition toward first-party, behaviour-led lifecycle marketing, driven by tightening constraints on third-party data collection. These adjustments reinforce Wild's subscription-led growth model by accelerating time-to-second-purchase and lowering churn risk. This supports Wild's objective of maximising CLV within its refill-based subscription model. Thus, performance should be measured through Klaviyo flow analytics to track conversion efficiency and revenue contribution per sequence, alongside Shopify or Google Analytics to monitor repurchase frequency, subscription retention, and total email-driven revenue. However, growing email fatigue and tightening privacy regulations (e.g., data tracking restrictions) may undermine email engagement metrics and weaken attribution reliability, restricting sustained growth.

**Figure 18: Wild's Digital Marketing Performance Dashboard**



(see Appendix B)

## **8. Conclusion**

To achieve sustainable growth and maximise CLV, Wild must shift its digital marketing strategy from purely driving brand awareness to actively reducing consumer friction. Currently, Wild successfully generates initial interest but struggles to convert convenience-led conscious switchers due to lingering skepticism regarding natural deodorant efficacy. By addressing structural weaknesses across its key channels, Wild can strengthen its subscription model. First, integrating structured performance validation and user-generated reassurance on TikTok will help transition users from consideration to purchase. Second, expanding SEO efforts to target non-branded, long-tail keywords with 'Answer-First' formatting will capture early-stage search intent and safeguard against AI zero-click threats. Finally, restructuring the email lifecycle to prioritise education and social proof over immediate promotion will build essential trust. Ultimately, these integrated optimisations will lower churn, accelerate time-to-second-purchase, and secure long-term subscriber loyalty.

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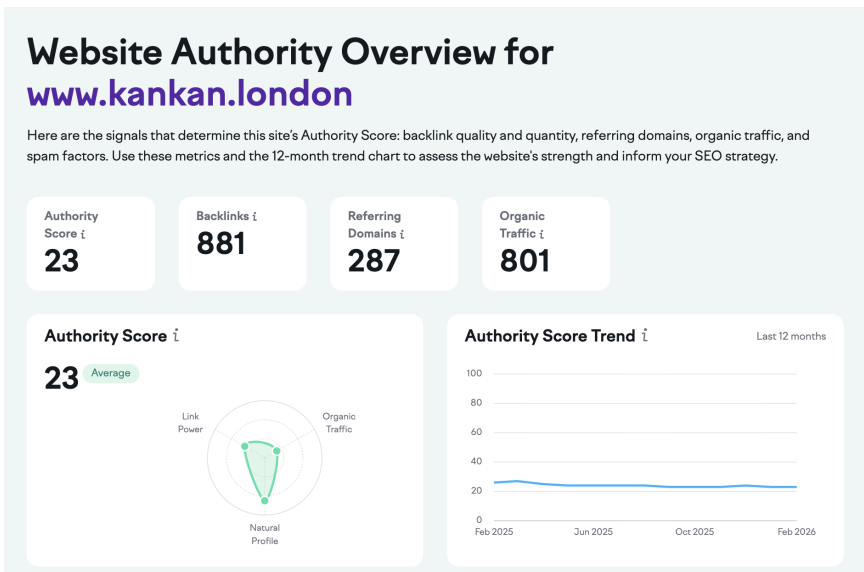
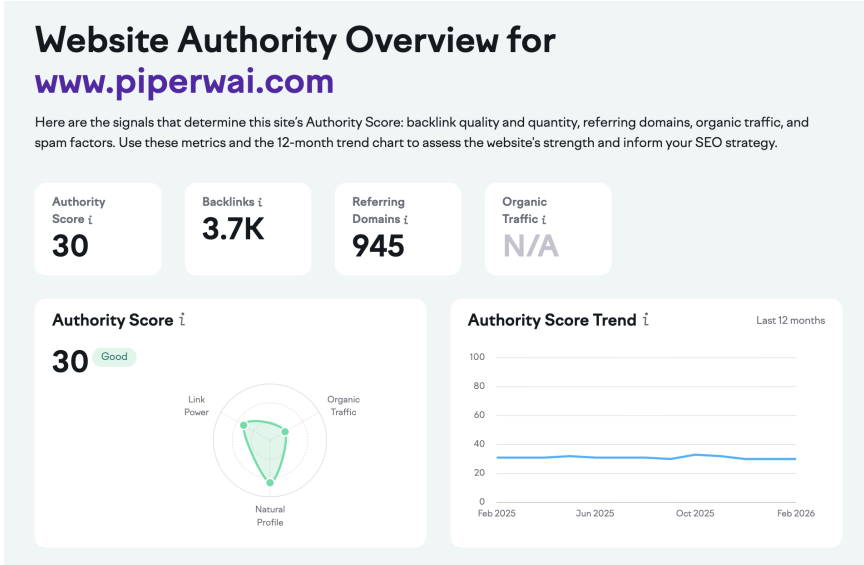
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# 10. Appendix

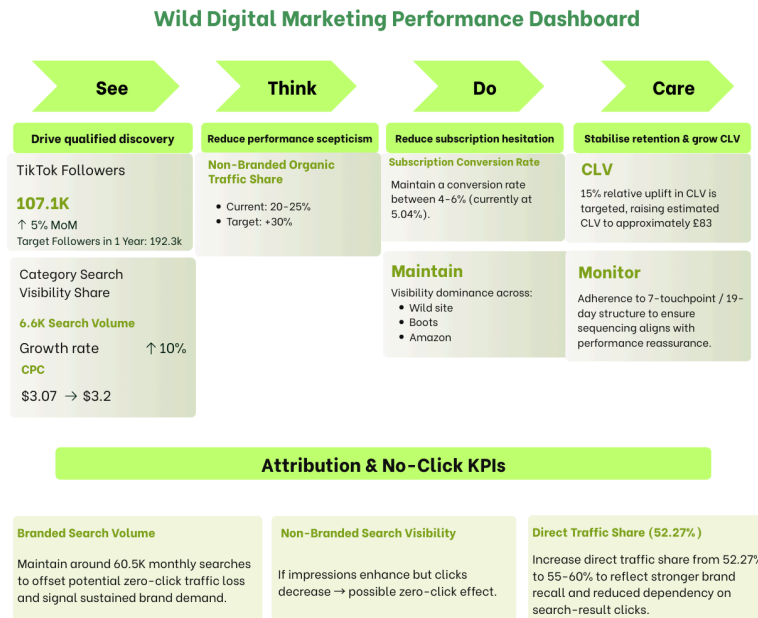
## Appendix A

Domain Authority Score comparison between Wild, PiperWai, and KanKan



## Appendix B

A more detailed overview of Wild's Digital Marketing Performance Dashboard.



### See

#### 1. TikTok Followers KPI:

- Current Monthly Growth Rate: 3.5% (3.8k followers per month) (Socialblade, 2026)
- Target Growth Rate: 5% (5.4k followers per month)
- Target TikTok Followers in 1 Year: 192.3k ( $107.1 \times 1.05^{12}$ )

#### 2. Category Search Visibility Share

- Increase Growth Rate by 10% from 6.6k to 7.3k for the keyword “*natural deodorant*”
- Increase CPC from \$3.07 to \$3.2 through higher bidding

### Think

#### Non-Branded Organic Traffic Share

- Current: 20-25%
- Target: +30%
- Precise branded versus non-branded traffic proportions were not publicly available. Therefore, an estimate was derived using the comparative keyword search volumes presented in the report. SEMrush data indicates that the branded keyword “Wild deodorant” attracts around 60.5K monthly UK searches, while the primary category keyword “natural deodorant” generates 6.6K searches. This suggests branded search demand is approximately nine

times larger than a leading non-branded category term. Given the dominance of additional branded variations, such as “wild”, “wild cosmetics”, it can be estimated that approximately 75–80% of organic traffic is branded-led, leaving 20–25% attributable to non-branded discovery.

## **Do**

### **Subscription Conversion Rate**

- The current conversion rate for Wild is not publicly available. However, the average eCommerce conversion rate for the “Beauty and Personal Care” market globally is 5.04% (Dynamic Yield, 2019). Therefore, Wild should maintain a conversion rate between 4-6%.

## **Care**

### **Customer Life Time Value (CLV)**

- The current CLV for Wild is not disclosed to the public. However, CLV can be estimated by *Average Transaction Value × Purchase Frequency × Customer Lifespan*. The following metrics are assumptions.
- Wild’s refill price ranges between approximately £6–£8. As recurring refill purchases drive most long-term revenue, an average order value of £8 was assumed for estimation purposes. Refills are typically purchased every two months, resulting in approximately six purchases per year. This generates an estimated annual revenue of £48 per subscriber. Subscription-based FMCG brands typically retain customers between one and two years. A conservative average lifespan of 1.5 years was therefore assumed. Multiplying annual revenue (£48) by an estimated 1.5-year lifespan produces an estimated baseline CLV of approximately £72. Given the proposed lifecycle optimisation strategy, a 15% relative uplift in CLV is targeted. This increase would result primarily from improved retention duration and reduced early-stage churn, raising estimated CLV to approximately **£83**.

## **Attribution & No-Click KPIs**

### **Branded Search Volume**

- Maintain around 60.5K monthly searches to offset potential zero-click traffic loss and signal sustained brand demand.

### **Direct Traffic Share**

- Increase direct traffic share from 52.27% to 55-60% to reflect stronger brand recall and reduced dependency on search-result clicks.

## 11. AI Declaration

<u>Tool</u>	<u>Usage</u>
Google Gemini	<ul style="list-style-type: none"><li>● Asked for Report Structure and areas to focus on to achieve a 70+ mark</li><li>● Rephrasing sentences &amp; fixing grammar</li><li>● Explaining key concepts such as “SEO”, “Long-tail keywords”, “Dashboard”, “Attribution Model”</li><li>● Example Analysis tools that can be used along the report</li></ul>
ChatGPT	<ul style="list-style-type: none"><li>● Rephrasing sentences for clarity and grammar</li><li>● Provided explanations of behavioural and marketing theories</li><li>● Explaining theoretical concepts (e.g., habit formation, greenwashing, identity signalling)</li><li>● Asked for Report Structure and areas to focus on to achieve a 70+ mark</li><li>● Aligned contents with the rubric</li></ul>
NotebookLM	<ul style="list-style-type: none"><li>● Asked for Report Structure and areas to focus on to achieve a 70+ mark</li><li>● Rephrasing sentences &amp; fixing grammar</li></ul>