

Aurelle Mystery Tote

Turning seasonal inventory into the offer that earned the majority of weekly spend.

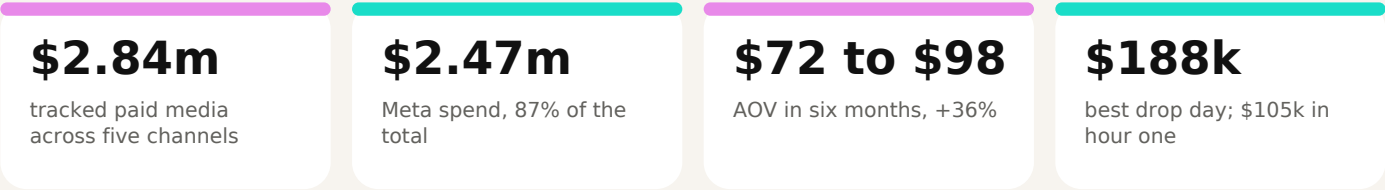
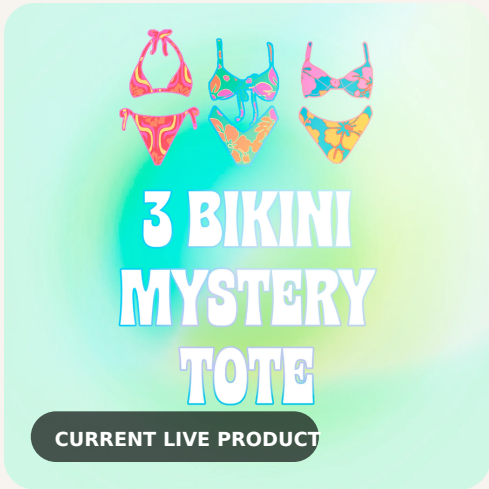
HEAD OF GROWTH | 2022-2025

THE COMMERCIAL IDEA

A mystery offer, not a markdown.

I created the Mystery Tote to turn fragmented swimwear inventory into a high-AOV acquisition product. The original mechanic offered three bikinis for \$98 or five for \$128. The customer experienced discovery and value; the business gained a scalable way to move inventory without training the market to wait for percentage-off sales.

The offer did the work before the media did.
It became Aurelle's strongest paid acquisition vehicle by ROAS and new-customer efficiency.



WHAT I OWNED

Offer design

Designed the bundle economics and mystery framing, then connected it to paid acquisition, landing-page copy, upsells, email and SMS.

Testing system

Always-on challenger testing: run two offers, retire the loser, introduce the next challenger, repeat.

Full-funnel execution

Built the Shopify storefront and retention systems from zero, while managing creative strategy and paid scaling directly.

SCALE EVIDENCE

Paid media deployment by channel

Total Spent Per Traffic Source		
Facebook	\$2,470,510.37	
Google Adwords	\$81,211.48	
Tiktok	\$160,319.37	
Snapchat	\$113,839.79	
Pinterest	\$12,553.59	

Internal spend summary. Totals rounded in headline metrics.

Profitability context

COMMERCIAL OUTCOME

\$1.96m total net profit

shown in the internal operating model across the tracked period.

Total Net Profit		
	\$1,960,458.38	

LIVE PRODUCTaurelle.shop/products/mystery-tote

The live product has since evolved in price and configuration. This case study documents the original offer I created and scaled.