






Since partnering with MuteSix, Grunt Style has seen:

267% 

increase in revenue

292% 

increase in sales

-71% 

decrease in cost per lead

Grunt Style steps up their online strategy to introduce their already-beloved brand to an even wider audience

While still on active duty in 2009, Drill Sergeant Dan Alarik grew frustrated when he couldn't find t-shirts that showcased his military pride. So he decided to design his own, and when the shirts became a hit around the base, Grunt Style was born. Seven years later, Grunt Style has become the largest military and patriotic lifestyle apparel brand in the U.S., employing 175 people—over 50% of whom are veterans.

With no brick-and-mortar stores, Grunt Style relies entirely on its website for sales. The company had been advertising successfully on Google AdWords for a few years, but as Chief Marketing Officer Mike Birt saw digital trends shifting, he thought bringing in fresh expertise could help draw even more customers to the site. In May 2016, they teamed up with Los Angeles-based agency MuteSix to help make that a reality.



Case Study: Grunt Style

“Our team really enjoys our relationship with MuteSix. They’ve done an excellent job of understanding our brand and communicating that on various marketing channels...the results truly speak for themselves.” - Mike Birt, *Chief Marketing Officer of Grunt Style*

“Partnering with Grunt Style has been fantastic. They have a great brand, an amazing team, and a product that people really love - what more could you ask for? We’re really looking forward to working with them for years to come.” - Stewart Anderson, *Chief Marketing Officer of MuteSix*

A Google Ads strategy was launched to harness Grunt Style’s strong brand identity and its loyal customer base.

At the time, Grunt Style already had a creative team curating digital content that was perfectly suited for its audience. MuteSix saw this as an opportunity and got to work optimizing their AdWords account to showcase their digital content to even more potential customers. They also used remarketing campaigns to connect with past consumers, suggesting new products they might like.

And with more people shopping on mobile than ever before, MuteSix decided to include mobile-friendly ads in all of their campaigns. They also began to monitor mobile activity daily to make sure Grunt Style was showing up during peak moments of traffic on those devices.

Just a month into the partnership, Grunt Style’s sales increased by nearly 3x, while their AdWords costs dropped by 55%.

Revenue also increased 267% overall, and because of Grunt Style’s loyal customer base, campaigns targeted to previous consumers became particularly successful. After optimizing their spending on mobile remarketing campaigns, 70% of sales from repeat customers originated from mobile.

“I’m not only ecstatic about the numbers, but the success of the collaboration itself,” Birt says. “This is a relationship-driven business and we had that instant connection as soon as we started working together.”

