



smc
serve the

er
profit.

I'm
thankful
that
you're here!

Hi, I'm Ezra Firestone!

- Started eCommerce in 2005
- First professor at Shopify's eComm University (2012)
- Lead a team of 185+ across 5 brands
- Started from the bottom.
- Sold 70% of a company for over \$50M.
- \$190M last 5 years.





7 PRO-AGE MAKEUP TIPS

CELEBRATE PRO-AGE MONTH WITH A NEW LOOK!
SEE OUR MAKEUP GUIDE FOR DETAILS.

READ THIS GUIDE

Jan 1, 2015–Sep 13, 2022

Total sales

View report

\$161,914,593.59



The world's first pro-age cosmetic & skincare line. A make-up artist turned super model, created a line of products especially for you.

“BOOM! is for women who want to reveal their genuine beauty with an honest and realistic approach.”

SHOP BOOM



Chat with us!

NEW! The Fixer Bond + Repair Treatment

the future of damage repair is here.

Shop Now



Analytics

Last year

Total sales

[View report](#)

\$33,186,115.93

macaw-blue

\$33,092,263.80

Facebook

\$46,747.63

ers 😊 Best Sellers 😊 Best Sellers 😊 Best Sellers 😊 Best Sellers 😊



Purple for Brown Hair Coloring Conditioner



Coloring Conditioner Sample Size (2 oz)



Purple For Brown Hair Healthy Color Duo



Extreme Red Coloring Conditioner



Upsell Revenue Made by Our Users:

\$91,847,067



Trusted by 3,000+ Shopify Stores



Limited time offer

Add a BOOM! Nectar 2oz to your order and save 15%

This limited time offer ends in 09:20

BOOM! Nectar 2oz

\$83.00 \$73.10

One drop of Boom Nectar delivers a powerful dose of nutrients to your skin to make you look (and feel) more youthful.

Size

1oz

Quantity

12

Subtotal

Shipping

Taxes

Total

USD

\$78.81

Add to order

Decline this offer

OneClickUpsell is LIVE on Shopify checkout!

- PRE- & POST-PURCHASE
- 100% INTEGRATED FACE
- NATIVE SHOPIFY CONVE
- SHOPIFY PAYMENTS, AN

LEARN MORE

OneClickUpsell Statistics:

75,040

Total OCU Downloads

\$ 238,489,128

Total Additional Revenue Generated

Average

Grow Your Brand The Smart Way

Learn Proven Digital Marketing Strategies From Ezra Firestone, Molly Pittman & Their Team Of Passionate Educators.



GET STARTED



Strategies backed by \$125 million in our own sales



15 years experience growing 7 & 8-figure brands



1. Number of customers

2. AOV

3. Frequency of purchase (retention)

Don't need massive wins: results multiply!

$1.3 \times 1.3 \times 1.3 = 220\%$ increase in revenue

Shopify merchants set new Black Friday C

Black Friday Cyber Monday Recap

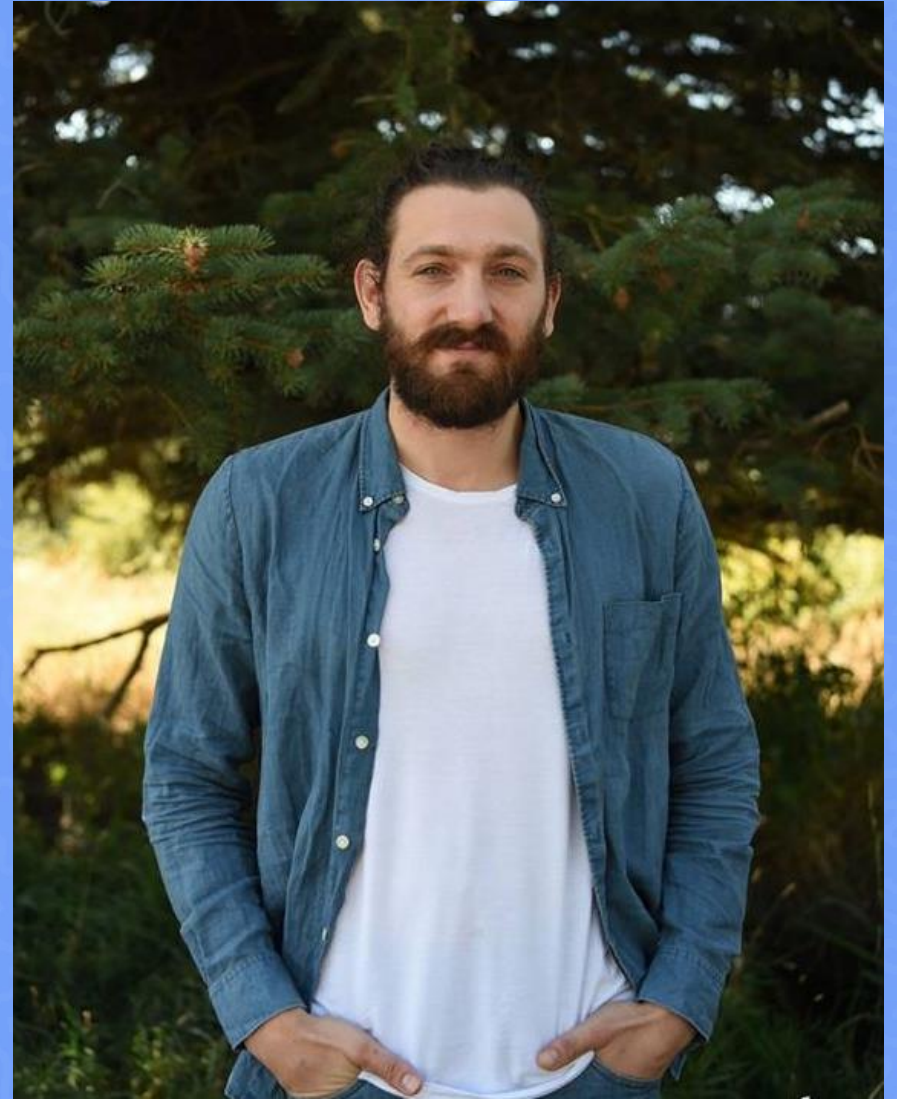





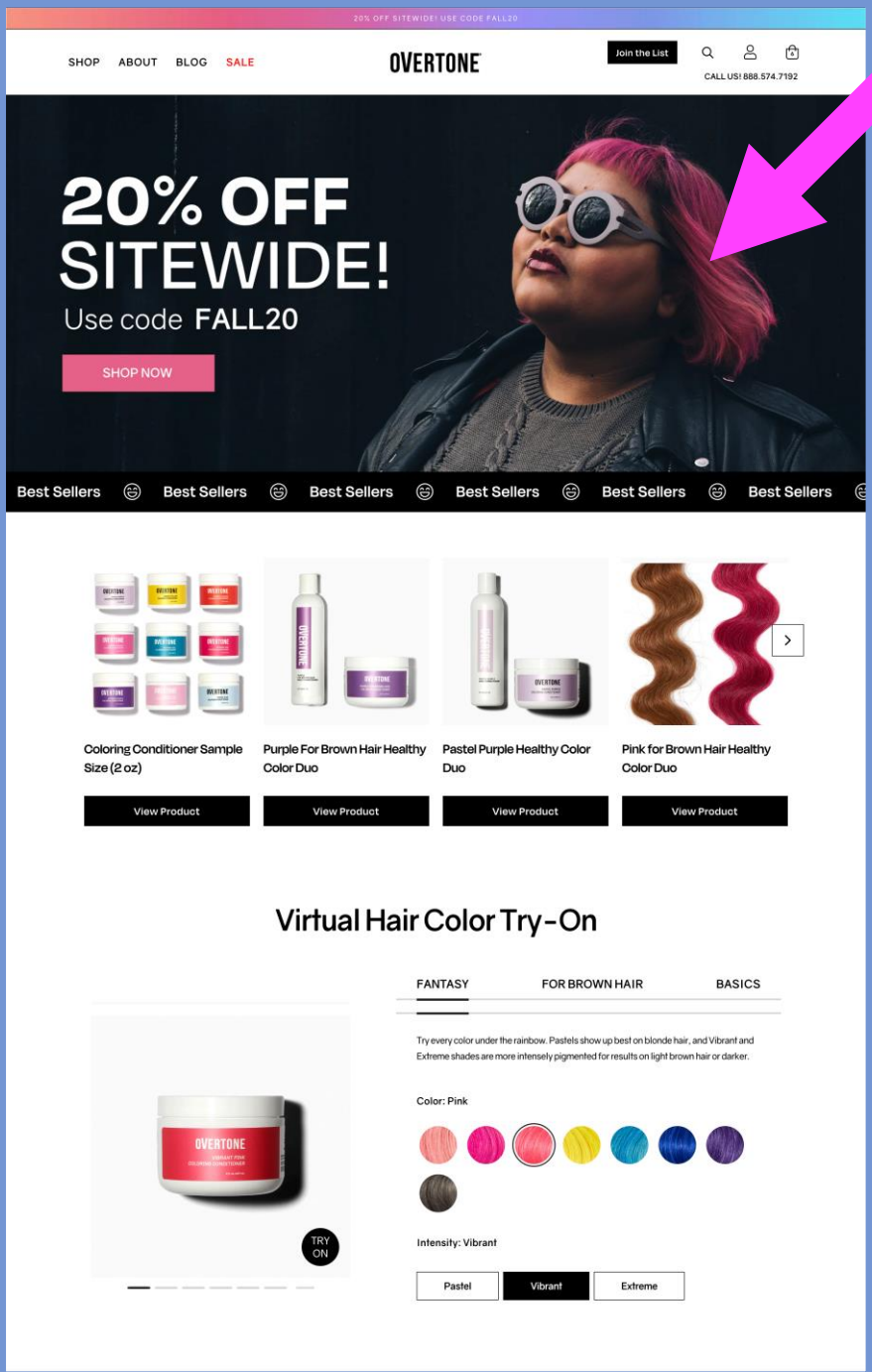
That's a 24% increase in sales from the \$7.5 billion during Shopify's Black Friday Cyber Monday weekend in 2023.

Black Friday saw the highest shopping volume moment during the weekend, with peak sales of more than \$4.2 million per minute at 12:01 PM EST on November 24.

**There Is A LOT!
You don't have
to do it all.**



- 
- **Go Early (*PRIME DAY OCTOBER*)**
 - **Hit The Peak Days**
 - **Audiences Matter**
 - **Merchandising Matters *A LOT***
 - **Email, SMS & Ads HEAVY.**
 - **Mimic on Amazon, FB Shop, SMS, Organic, Google, Etc.**
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 - **Bundle + Kit + New Items**
 - **Content Around Merchandising**
 - **Mobile Matters (LP Optimization)**
 - **Amplify Organic**



BOOM CAMPAIGN PHASES

- ✦ **Prime/Fall Sale: 10/9-10/12**
 - 20% OFF Sitewide + Amazon
- ✦ **Early Bird Dates: 11/1 - 11/9**
 - Tease biggest discounts of year
 - Tease Free Boom (Gloss)
- ✦ **Early BFCM: 11/10 - 11/13**
 - 15% OFF + Free Bright
 - Rotating Freebie
- ✦ **BFCM Dates: 11/24 - 11/27**
 - Free Gloss / Savings focus
 - Introduce Holiday Bag (+Extra Gloss)
 - Encourage early shopping / shipping
 - Holiday + Silver Coming Soon
- ✦ **Silver: Coming Soon - 11/28 - 12/10**
 - *Holiday shopping + silver -*
 - *Silver: Coming Soon -*
 - *Holiday traveling + silver*
- ✦ **Silver Launch Dates: 12/5 - 12/12**
 - *All emails about silver*
- ✦ **Rosy Glow Dates: 12/13 - 12/17**
 - *All emails about Rose Nude + Rose Nude looks*
 - *Holiday Bag featuring Rose Nude*
- ✦ **Holiday Glow Tutorials / Tips Dates: 12/19 - 12/24**
 - *Ambassador / Boom tutorials for holiday looks*
 - *Ambassador / Boom tutorials for holiday self-care*
- ✦ **New Years Dates: 12/26 - 12/31**
 - *Free Gloss is back*
 - Last call for discounts
 - Last call for Holiday Bag (+Extra Gloss)

GO EARLY

Early
Black Friday:
It's Here!



SHOP NOW

🔥 We're not waiting... Early Black Friday Sale starts now! 🔥

The [biggest sale of the year is officially here!](#) And we're ready for you.

Everything in our entire store is 15% off today with the code **EARLY21**.

That includes [our already-discounted Boom Bags](#). (Hint: That's where you'll find the best savings for Early Black Friday—including our new, limited-edition Boom Bag.)

The Boom holiday store is open. Now, all we need is you.

Don't wait another second. Click below to shop our Early Black Sale now.

CHECK THIS OUT

More Savings. More Boom.
It All Starts Now.

Not sure where to begin? Here are our top picks for Early Black Friday...



Boomstick Trio®

Three sticks + Five minutes = Your natural look. (Still our customers' #1 favorite.)

Plan Peak Day Promos!

Prime Fall Sale

Early BFCM

Thanksgiving Day

Black Friday

Cyber Monday

Green Monday

NYE

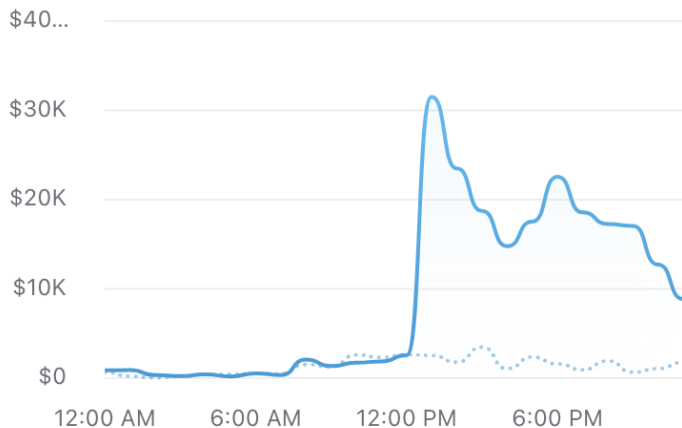
Analytics

Yesterday

Compare: Previous period

Total sales

\$216,653.43 ↗ 567%



Oct 9, 2023

Oct 8, 2023

Sales by channel

Online Store

\$31.4K

Draft Orders

\$1.4K ↗ 742%
\$175.48

Facebook & Instagram

\$831.97 ↗ 108%
\$399.15

Shop

\$440.8 ↗ 3%
\$427.73

Loop Returns & Exchanges

\$2.84 ↗ 62%
\$1.75

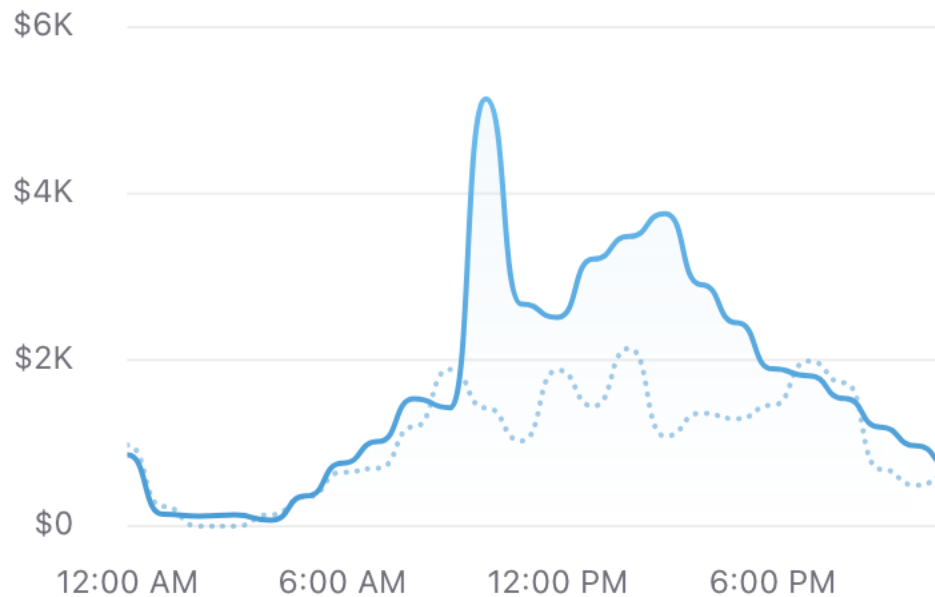
Analytics

Yesterday

Compare: Previous period

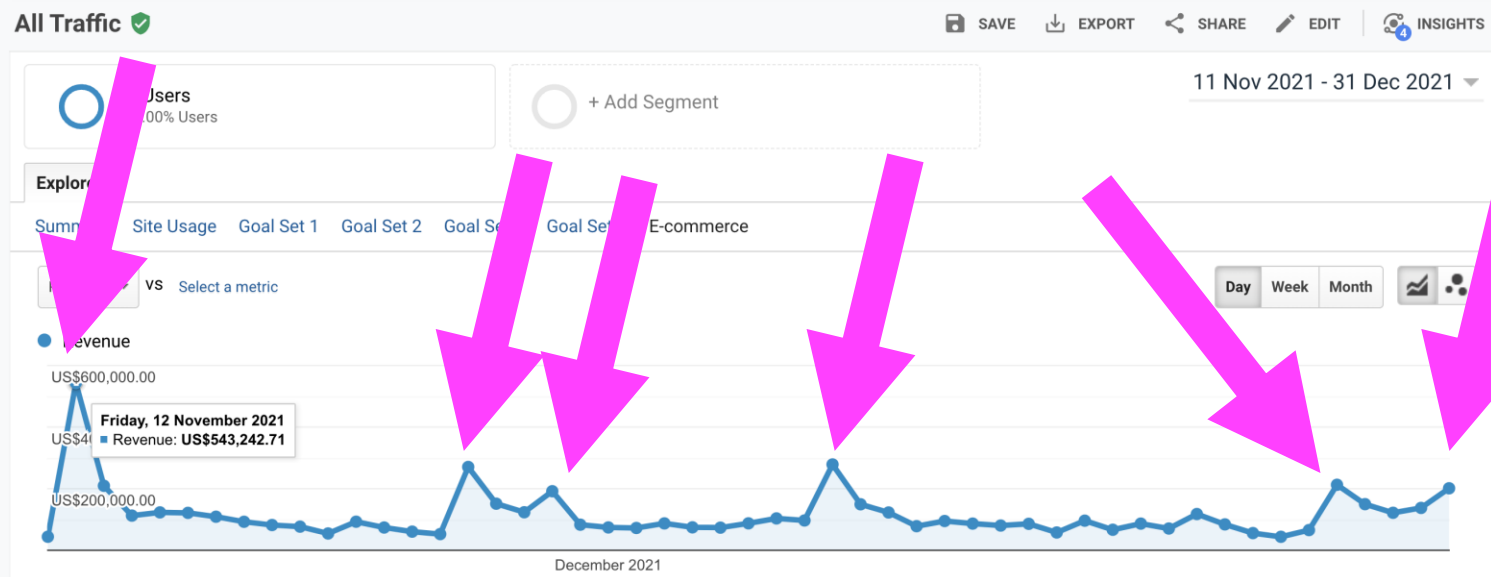
Total sales

\$40,648.03 ↗ 64%



Oct 9, 2023

Oct 8, 2023



HIT THE PEAK DAYS
3 EMAILS
2 SMS
DOUBLE AD SPEND

Primary Dimension: Source/Medium

Source/Medium								
1. Klaviyo / email								
2. google / cpc								
3. (direct) / (none)								
4. m.facebook.com / referral							4.78%	US\$4.07
5. l.facebook.com / referral	55,601 (7.65%)	70,927 (6.92%)	US\$409,275.39 (6.96%)	4,968 (6.86%)	US\$82.38	7.00%		US\$5.77
6. google / organic	28,003 (3.86%)	38,535 (3.76%)	US\$286,975.42 (4.88%)	3,165 (4.37%)	US\$90.67	8.21%		US\$7.45
7. facebook / ppc	145,331 (20.01%)	170,446 (16.63%)	US\$240,734.44 (4.09%)	3,078 (4.25%)	US\$78.21	1.81%		US\$1.41

Per Session Value ?
US\$5.74
Avg for View:
US\$5.74 (0.00%)

All Users
100.00%

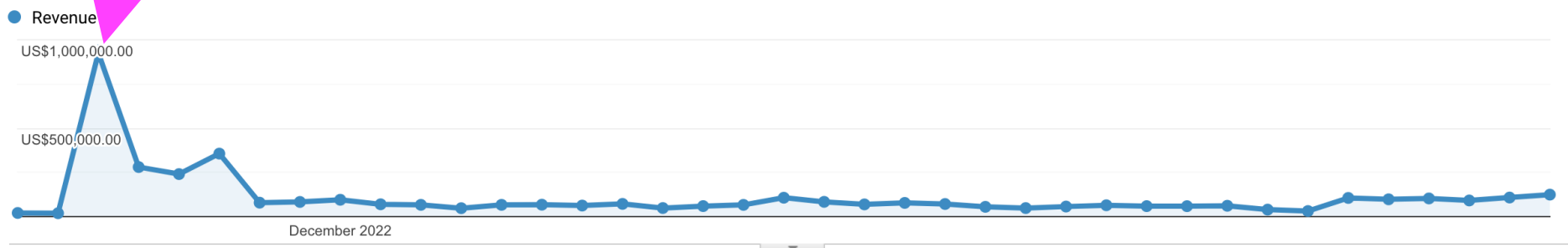
+ Add Segment

Explorer

Summary Site Page Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 E-commerce

Revenue Select a metric

Day Week Month



Primary Dimension: Source/Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

advanced

	Source/Medium	Users	Sessions	Revenue	Transactions	Avg. Order Value	E-commerce Conversion Rate	Per Session Value
		552,163 <small>% of Total: 100.00% (552,163)</small>	791,086 <small>% of Total: 100.00% (791,086)</small>	US\$4,240,402.91 <small>% of Total: 100.00% (US\$4,240,402.91)</small>	55,826 <small>% of Total: 100.00% (55,826)</small>	US\$75.96 <small>Avg for View: US\$75.96 (0.00%)</small>	7.06% <small>Avg for View: 7.06% (0.00%)</small>	US\$5.36 <small>Avg for View: US\$5.36 (0.00%)</small>
<input type="checkbox"/>	1. Klaviyo / email	127,077 (21.81%)	212,040 (26.80%)	US\$2,108,757.15 (49.73%)	28,014 (50.18%)	US\$75.28	13.21%	US\$9.95
<input type="checkbox"/>	2. facebook / paid	171,406 (29.42%)	215,829 (27.28%)	US\$524,610.13 (12.37%)	7,464 (13.37%)	US\$70.29	3.46%	US\$2.43
<input type="checkbox"/>	3. (direct) / (none)	86,670 (14.87%)	108,711 (13.74%)	US\$453,910.10 (10.70%)	5,728 (10.26%)	US\$79.24	5.27%	US\$4.18
<input type="checkbox"/>	4. google / cpc	65,517 (11.24%)	96,822 (12.24%)	US\$451,905.60 (10.66%)	5,714 (10.24%)	US\$79.09	5.90%	US\$4.67
<input type="checkbox"/>	5. google / organic	22,888 (3.93%)	30,910 (3.91%)	US\$250,200.53 (5.90%)	2,989 (5.35%)	US\$83.71	9.67%	US\$8.09
<input type="checkbox"/>	6. l.facebook.com / referral	28,353 (4.87%)	33,010 (4.17%)	US\$98,665.75 (2.33%)	1,454 (2.60%)	US\$67.86	4.40%	US\$2.99

Total revenue ?

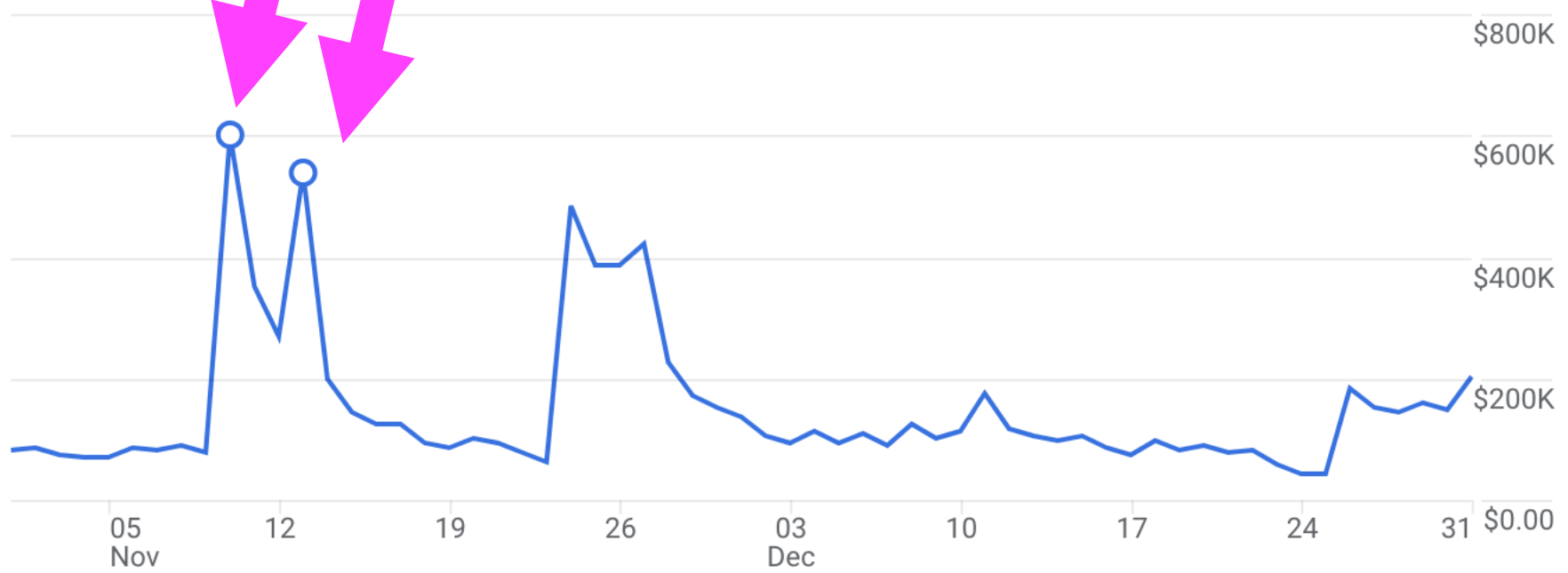
\$9.2M

Purchase revenue ?

\$9.2M

Total ad revenue ?

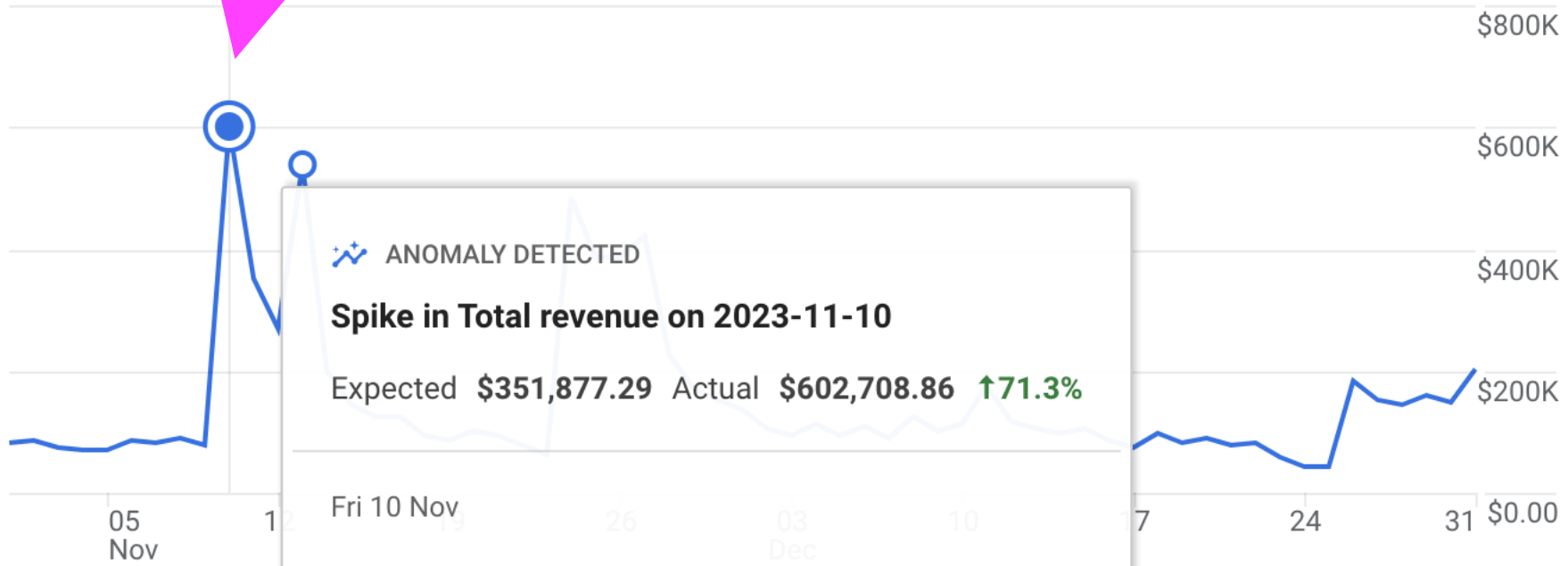
\$0.00



Total revenue ⓘ
\$9.2M

Purchase revenue ⓘ
\$9.2M

Total ad revenue ⓘ
\$0.00



ANOMALY DETECTED

Spike in Total revenue on 2023-11-10

Expected \$351,877.29 Actual \$602,708.86 ↑71.3%

Fri 10 Nov

Total revenue \$602,708.86

Total revenue ?

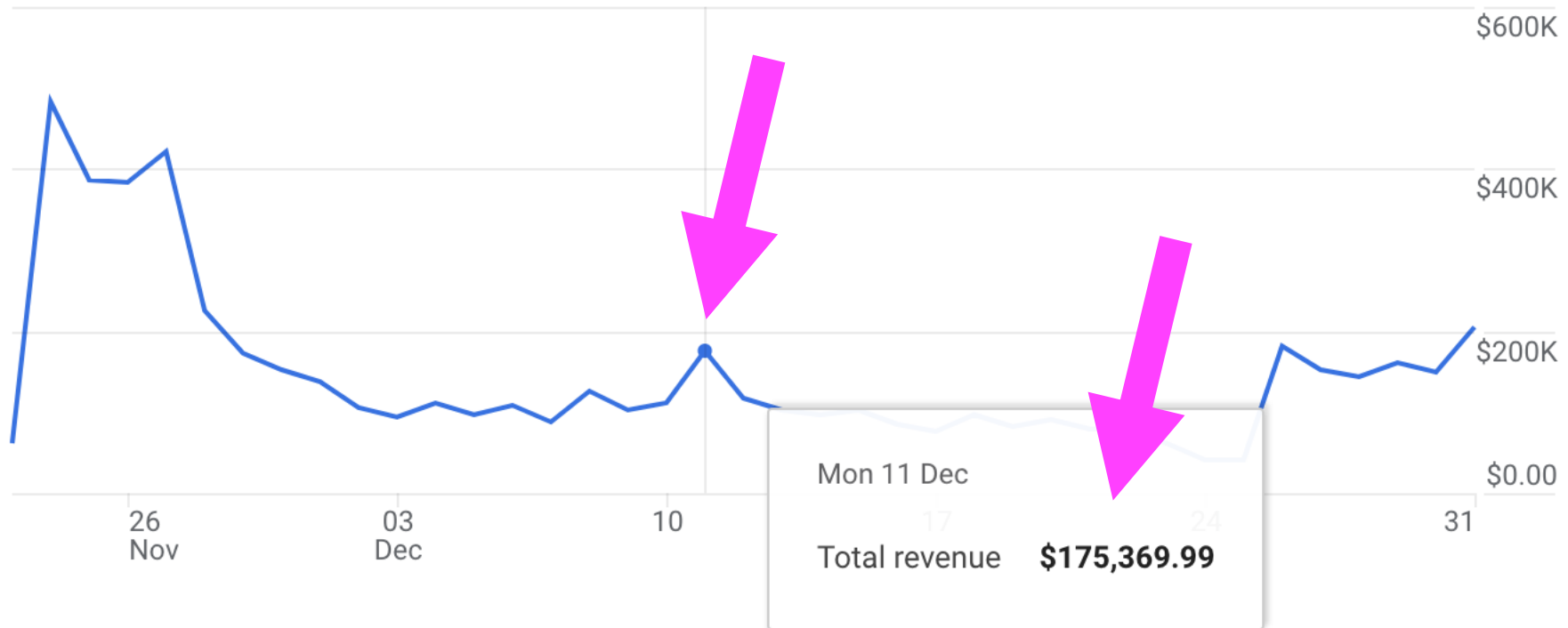
\$5.7M

Purchase revenue ?

\$5.7M

Total ad revenue ?

\$0.00



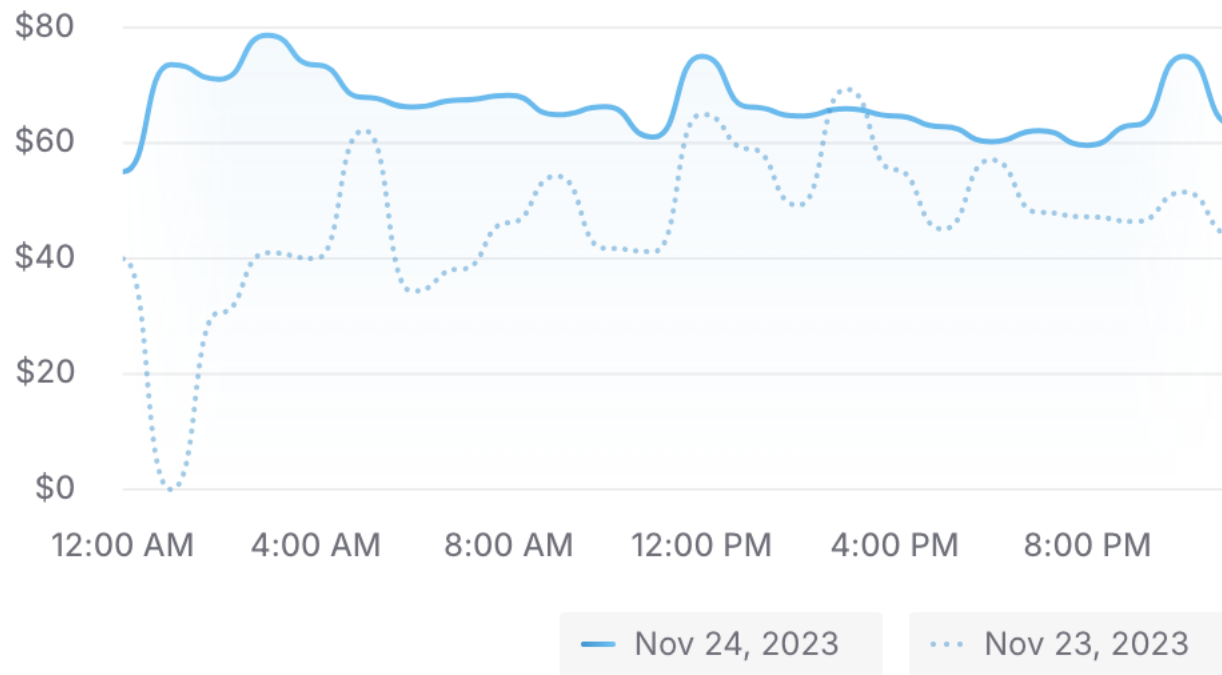



Sun 31 Dec
Total revenue **\$204,309.61**

Average order value



\$65.44 ↗ 31%



- 
- **Go Early**
 - **Hit The Peak Days**
 - **Audiences Matter**
 - ***Merchandising Matters *A LOT****
 - **Email, SMS & Ads HEAVY.**
 - **Mimic on Amazon, FB Shop, SMS, Organic, Google, Etc.**
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OVERTONE™

BLACK SALE
FRIDAY SALE

20%
OFF

ORDERS UNDER \$75

USE CODE: BFF20

25%
OFF

ORDERS \$75+

USE CODE: BFF25

Overtone Merchandising

20% up to \$75

25% off over \$75

Early Bird pre-sale w/ Free Gift

Special Bundle + Order Bumps

Rotating Deal of The Day

Overtone Content Strategy

Product Call outs

Tik Tok Bar

Pre-Sells

Color Tutorials

Black Friday Sale: It's Here!

OUR BIGGEST SALE OF
THE YEAR BEGINS NOW.

BOOM Merchandising

- ✦ 20% Fall Sale (Early Shoppers)
- ✦ 15% OFF + Free Gifts
- ✦ Special Bundles + Order Bump
- ✦ Early Bird pre-sale
- ✦ 15% OFF December
- ✦ New Trio Launches
- ✦ NYE Freebie Repeat



Mini Campaign/Offer	Date Starts
Prime Days -- 20% Off Site Wide	October 11th & 12th
Pre-Launch Opt-In (Early Bird List)	Wednesday, November 1, 2023
Early Black Friday - 15% off + Free Bright	Friday, November 10, 2023
Black Friday - 15% off + Free Brow	Friday, November 24, 2023
Cyber Monday - 15% off + Free Gloss	Monday, November 27, 2023
Holiday Sale - 15% off	Tuesday, November 28, 2023
Green Monday - Bag Focus	Monday, December 11, 2023
New Year's Sale - 15% off + Free Bright	Tuesday, December 26, 2023
2x Buyer - 20%	Automation 10 Days After Purchase


- BUY ONE GET ONE (BOGO or 50%)
- SITE WIDE DISCOUNT
- LIVE SHOPPING DISCOUNT
- FREE GIFT w/ Purchase
- SINGLE ITEM PROMOS
- LIMITED TIME BUNDLE DISCOUNT
- DISCOUNT THRESHOLDS
- SUBSCRIBE & SAVE
- FREE SHIPPING
- DEAL OF THE DAY
- NEW ITEM LAUNCHES
- SALE EXTENDED

< **SHOPPING CART** 3 ITEMS

YOU GET A 20% DISCOUNT!

Add \$15.15 to get a 25% Discount



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NEW

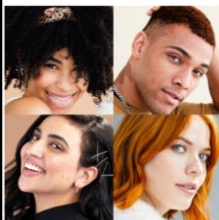
MINI SETS

Black Friday just got a tiny bit better with two BRAND NEW mini sets dropped just in time for BFCM.

EXTREME MINI SET

50% OFF \$40

Enjoy extreme savings and Extreme hair color with our brightest 4-pack ever.



BASICS MINI SET

50% OFF \$40

Use a code on top of this 4-pack of our most popular Basics for even more savings!

20% OFF

ORDERS UNDER \$75

CODE: **BFF20**

25% OFF

ORDERS \$75+

CODE: **BFF25**

Don't waste time deciding on color. Shop our mini sets and get coloring.

SHOP NOW

BLACK FRIDAY * BLACK FRIDAY * BLACK FRIDAY * BLACK FRIDAY



OUR BLACK FRIDAY sale is on

20% OFF

ORDERS UNDER \$75

CODE: **BFF20**

25% OFF

ORDERS \$75+

CODE: **BFF25**

Don't get lost in your search for all the Black Friday deals. To make things easier, we asked our team to pick their favorite sale items, so you don't have to.



Espresso Brown Healthy Color Duo

SHOP NOW



Ginger Healthy Color Duo

SHOP NOW



Purple for Brown Healthy Color Duo

SHOP NOW

HAIR COLOR STARTER KIT

No more bad hair days

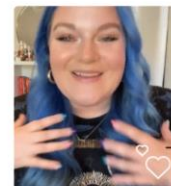
SHOP NOW



OUR FAVE LOOKS FOR YOU

Our Black Friday sale is coming in hot. Get these top looks that have a chokehold on us before time runs out!

Main character energy with VIBRANT PURPLE



Seamless transformation with VIBRANT BLUE

EXTREME YELLOW + EXTREME GREEN split-tone = ICONIC!



20% OFF

ORDERS UNDER \$75

CODE: **BFF20**

25% OFF

ORDERS \$75+

CODE: **BFF25**

Stock up on your favorite colors, hair care, and must-haves because you deserve the best.

STOCK UP + SAVE

BLACK FRIDAY * BLACK FRIDAY * BLACK FRIDAY * BLACK FRIDAY

DEALS ON DEALS ON DEALS ON DEALS ON DEALS ON DEALS ON DEALS

50% OFF \$53 \$43



fade hair color + deeply cleanse

THE FADER + THE REMEDY

Clarify + Restore with this fan-favorite self-care kit, exclusively priced for Black Friday. Tack on code **BFF20** and get this already-discounted kit for an absolute steal.

SHOP IT



hydrate, protect + moisturize

20% OFF

ORDERS UNDER \$75

CODE: **BFF20**

25% OFF

ORDERS \$75+

CODE: **BFF25**

SHOP MORE FAVORITES



Pastel Purple Healthy Color Duo

SHOP NOW



Pink for Brown Hair Healthy Color Duo

SHOP NOW



Pastel Silver Healthy Color Duo

SHOP NOW

oVertone: Hey, sales on! Save up to 25% on your favorite at-home hair color:

<https://klo4.io/XXXXXXXXXX>

Text STOP to opt-out

oVertone: Surprise! Our Black Friday Sale is now extended. ❤️ But hurry! Offer ends tonight at MIDNIGHT!

<https://klo4.io/XXXXXXXXXX>

Text STOP to opt-out

The image shows a screenshot of an email from oVertone. At the top, the brand name "OVERTONE" is centered. Below it are navigation links: "SHOP ALL", "HAIR COLOR", and "HAIR CARE". A decorative banner features the text "BLACK FRIDAY" repeated four times with star icons. The main headline reads "BLACK FRIDAY" in large, bold letters, with "SALE EXTENDED" underneath. Below this, two promotional offers are displayed: "20% OFF ORDERS UNDER \$75" with code "BFF20" and "25% OFF ORDERS \$75+" with code "BFF25". A message follows: "Forgot to shop the Black Friday Sale? NBD! We're extending our sale one more day so everyone has a chance to get their hands on gorgeous color and delicious hair goodies. Better hurry! This offer expires TONIGHT." A pink "SHOP NOW" button is centered below the text. At the bottom, there are social media icons for Instagram, Facebook, YouTube, TikTok, Pinterest, Twitter, and LinkedIn. Below these is the heading "QUESTIONS?" followed by "We are here to help!". At the very bottom, there are three icons for "Chat Support", "Submit a Ticket", and a phone number "888.574.7192". The footer contains the address "2810 N Church St PMB 82701, Wilmington, DE, 19802-4447".

← Sales by product

📅 Nov 22–Dec 31, 2022



Sale item type is product ×

Product title	Product vendor	Product type	Net quantity	↕ Gross sales
Summary			145,102	\$5,996,435.40
BOOMSTICK TRIO	BOOM! by Cindy Joseph	BOOM! Sticks	17,119	\$1,415,174.57
BOOM GLOSS™	BOOM! by Cindy Joseph	Cosmetics	28,397	\$1,177,190.43
BOOMSTICK ROSE NUDE™	BOOM! by Cindy Joseph	BOOM! Sticks	23,339	\$659,577.67
BOOMSILK	BOOM! by Cindy Joseph	Lotion & Moisturizer	10,633	\$604,450.22
BOOMSTICK COLOR	BOOM! by Cindy Joseph	BOOM! Sticks	15,744	\$447,677.46
BOOM! BAG™ (Holiday)	BOOM! by Cindy Joseph	BOOM! Bags	3,856	\$388,123.38
BOOM BRIGHT™	BOOM! by Cindy Joseph	Cosmetics	12,095	\$332,977.53
BOOMSTICK GLO	BOOM! by Cindy Joseph	BOOM! Sticks	10,024	\$283,946.14
BOOM NECTAR	BOOM! by Cindy Joseph	Lotion & Moisturizer	2,724	\$217,662.55
BOOM BROW™	BOOM! by Cindy Joseph	Cosmetics	6,239	\$164,090.33

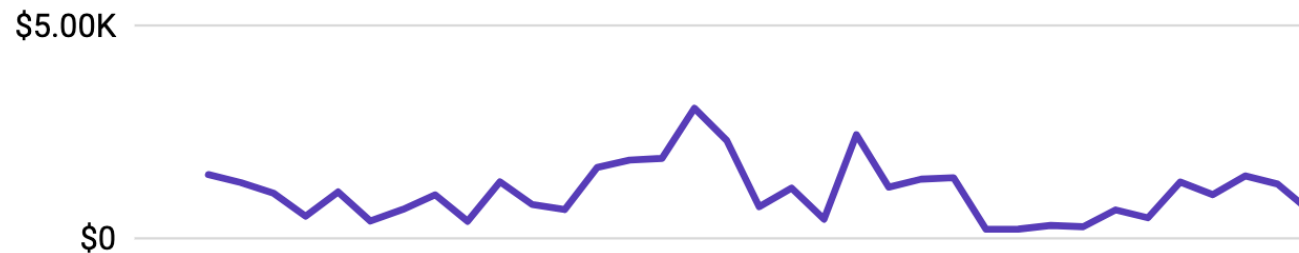
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Insights > Overview

Commerce Manager Insights contains metrics that may be [estimated](#).

Shop sales ⓘ

\$80,450.09 ↑ 1.9K%



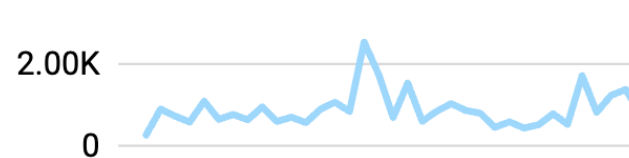
[View all conversion trends](#)

[Shop sales details](#)

Your shop's performance

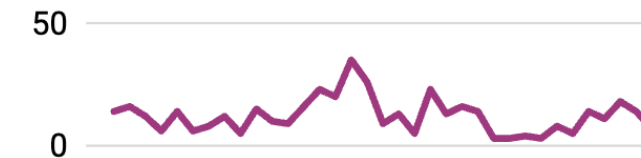
Product page views ⓘ

63,385 ↑ 2.6K%



Purchases ⓘ

900 ↑ 1.5K%



[View performance report](#)

overtonecolor ★★★★★ 4.3 (39) 14

Free shipping on orders of \$55 or more.

Browse ▾ Search

20% OFF - Fall Sale
Get 20% off select items. Promo code FALL20 will be automatically applied at checkout to qualifying orders....

[View offer](#)

Continue shopping [See all](#)

9% off

For Gray Enhanceme... [View in cart](#) \$47 \$52

Extreme Silver Colori... [View in cart](#) \$32

Extreme Rec... [Add to cart](#) \$32

Understanding your shop's visitors

Non-followers ⓘ

32.3K ↑ 2.3K%

Followers ⓘ

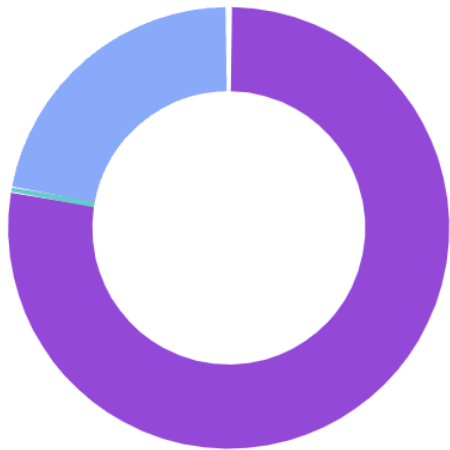
1.3K ↑ 610.6%

Visitors ⓘ

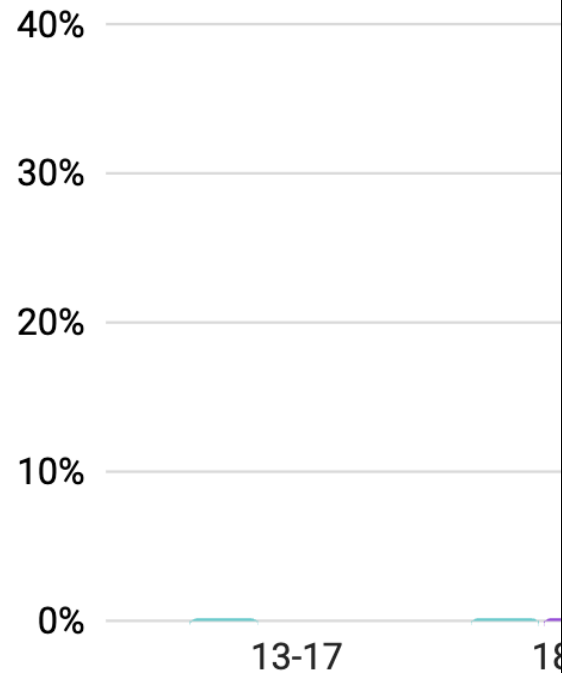
33.2K ↑ 2.1%

Gender

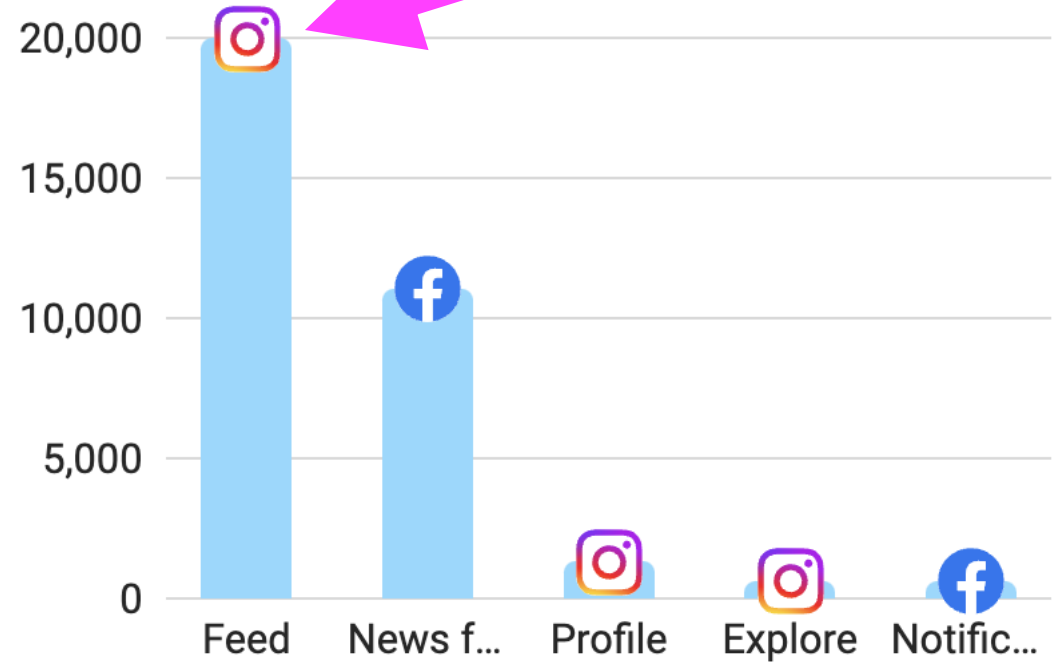
Men 0% Women 77% Unavailable 22%



Age distribution



Where visitors came from



89.18% of your visitors came from these sources. [See details in Discovery](#)

Create content

OVertone Haircare
oVertone Color (254785234...)

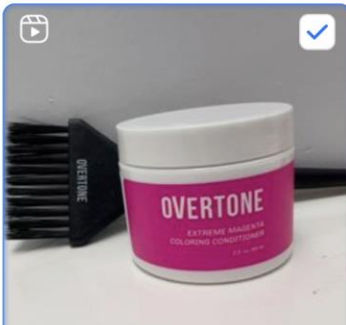



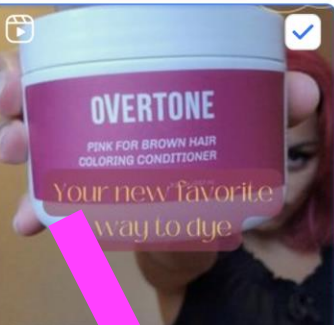
- Overview
- Insights
- Overview
- Catalog
- Performance
- Audience
- Tagged content
- Awareness
- Off-Meta events
- Catalog
- Shops
- UGC**
- Orders 1
- Customer feedback
- Payouts
- Inbox 16

User-generated content (UGC)

Drive sales and increase trust with your customers by featuring UGC in your shop. [Learn how it works.](#)

New Quick-add UGC to your shop 1-5 of 6

We've gathered these personalized suggestions to help you get UGC on more of your product pages. You can request them all at once or select only the photos and videos you'd like to request to feature. Once the person who posted each photo or video accepts your request, their content will immediately be featured on your product page.

 Feature on: Vibrant Magenta Coloring ...	 Feature on: Original Rose Gold Colorin...	 Feature on: Espresso Brown Coloring C...	 Feature on: Purple for Brown Hair Colo...	 Feature on: Pastel Magenta Colo...
13	5	83	5	19

Refresh suggestions **Send requests (5)**

Available Saved 2 Requested Featured

Available to feature 47 new

Select a photo or video to request to feature it in your shop on Instagram and Facebook or share it to your Instagram story.

Show content with: @overtonecolor (tags and mentions) #overtonecolor

Filters Relevance

Smart Marketer

BOOM by Cindy Joseph Co...

- Overview
- Insights
- Overview
- Catalog
- Performance
- Audience
- Tagged content
- Awareness
- Off-Meta events
- Catalog
- Shops
- UGC**
- Orders 1
- Customer feedback 16
- Payouts
- Inbox

User-generated content (UGC)

Drive sales and increase trust with your customers by featuring UGC in your shop. [Learn how it works.](#)

BOOM! by Cindy Joseph

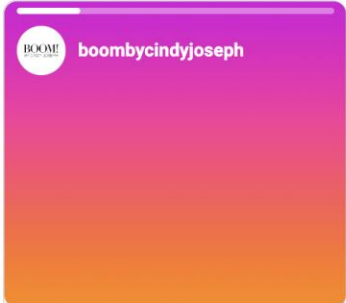
Available Saved Requested Featured

Available to feature 8 new

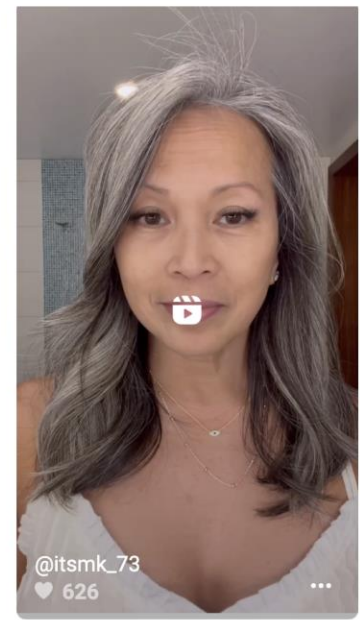
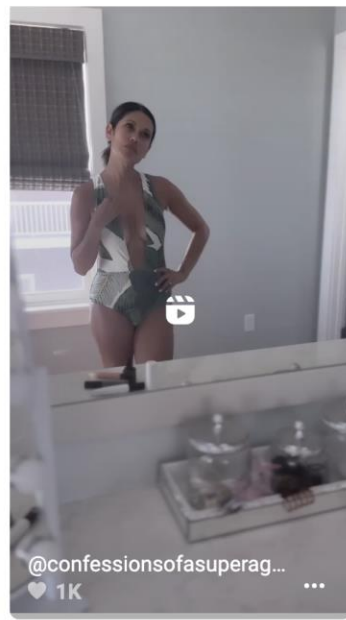
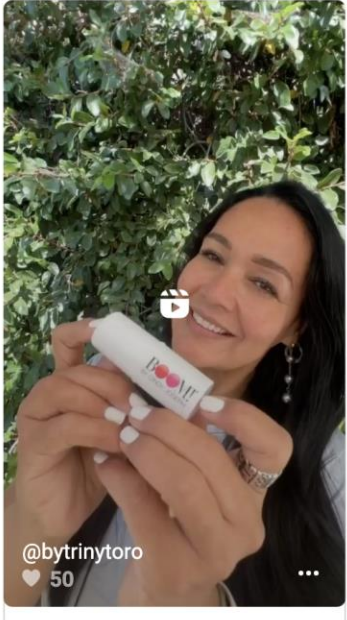
Select a photo or video to request to feature it in your shop on Instagram, Facebook or share it to your Instagram story.

Show content with: @boombycindyjoseph (tags and mentions) #boombycindyjoseph

Filters Relevance



Get more content from your community
Create posts and stories or send a notification asking your community to tag your brand for a chance to get featured.
Get Started



oVertone: Countdown to New Year's Sale starts NOW 🍷 Get 20% OFF orders under \$75 & 25% OFF orders \$75+ and a FREE gift at checkout ✨

<https://klo4.io/XXXXXXXX>

Text STOP to opt-out

oVertone: Shop before the ball drops 🌐 Get 20% OFF orders under \$75 & 25% OFF orders \$75+ and a FREE gift at checkout



<https://klo4.io/XXXXXXXX>

Text STOP to opt-out

Sponsored



boombycindyjoseph.com
boombycindyjoseph.com/buy-online



Boom® by Cindy Joseph | Pro-Age
Cosmetics | Reveal Your Genuine Beauty

Read Our 5 Makeup Tips For Older Women, by Boom's Original Founder Cindy Joseph. Protective, Nourishing and Healing Cosmetics for Your Entire Face. Buy Now!



Black Friday · 15% off Entire Store
Code BOOM22 · Valid Nov 25 - Nov 27

Sponsored



boombycindyjoseph.com
boombycindyjoseph.com/buy-online
















Boom® by Cindy Joseph | Pro-Age
Cosmetics | Reveal Your Genuine Beauty

Read Our 5 Makeup Tips For Older Women, by Boom's Original Founder Cindy Joseph. Protective, Nourishing and Healing Cosmetics for Your Entire Face. Buy Now!



Cyber Monday · 15% off Entire Site
Code CYBER22 · Valid Nov 28

-  Image
-  Business name
-  Business logo
-  Sitelink
-  Callout
-  Structured snippet
-  Call
-  Lead form
-  Location
-  Affiliate location
-  Price
-  App
-  Promotion



Add filter

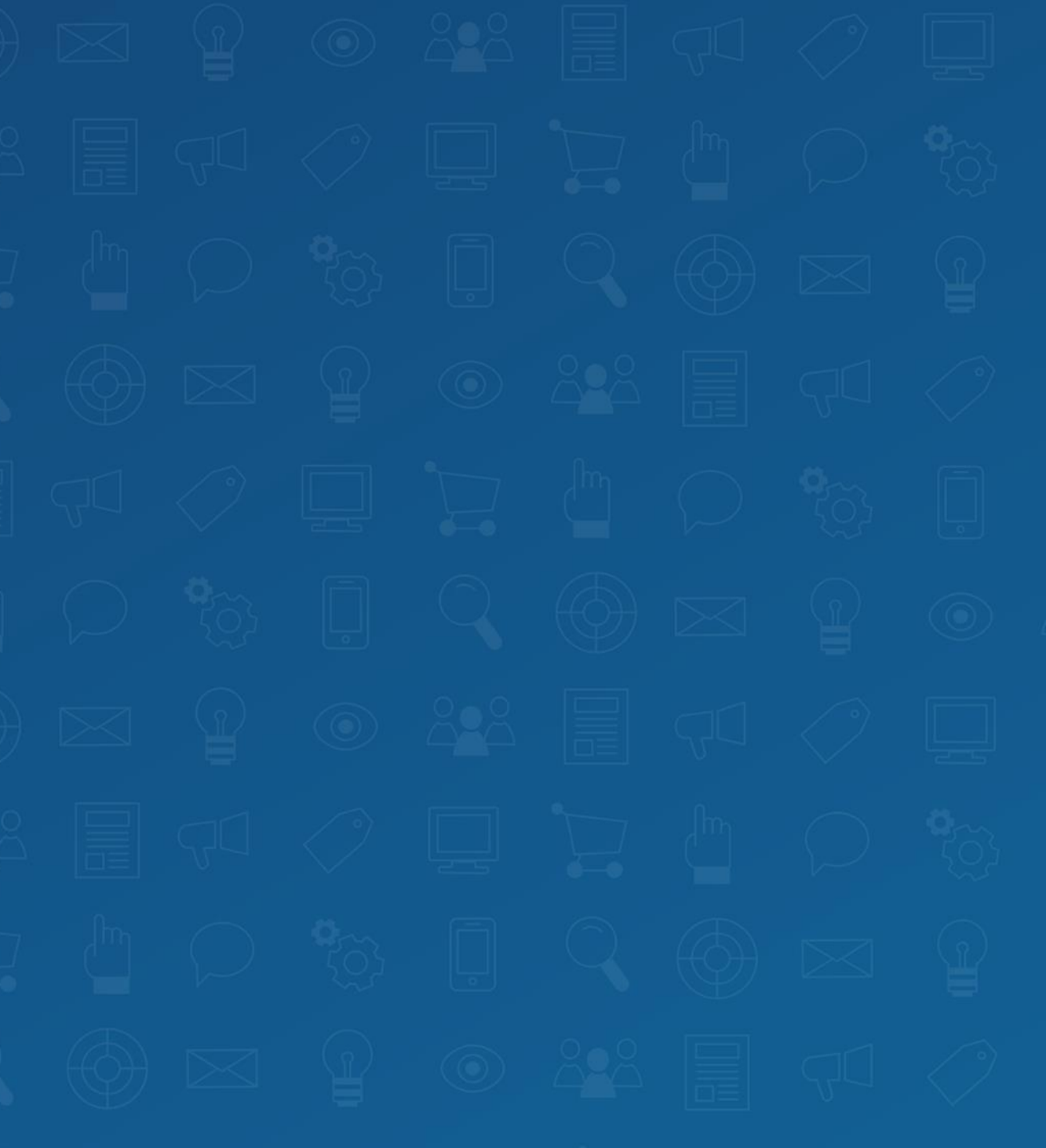
Business logo Sitelink

Image Location Af

Asset type: All Add

Asset type	Level
Promotion	Account

Show special sales and offers



Upgrade Discovery ads today - Contact your account team to upgrade to Demand Gen. Starting January 2024, you will be automatically upgraded, with all your historical data intact.

Dismiss Learn more

Edit promotion

Occasion ?

Cyber Monday

Cyber monday promotions are only eligible to show from Oct 15 - Dec 15. You can narrow this date range in "Advanced options" below. [Learn more](#)

Language

English

Promotion type ?

Percent discount 15%

Item Entire Site

Final URL <http://www.boombycindyjoseph.com/discount/CYBER22?r>

Promotion details ?

Promo code CYBER22

Displayed promotion dates ?

Show the dates of your promotion

Start date

None Nov 28, 2022

End date

None Nov 28, 2022

2 of 2 previews

Highlight promotion

Desktop

Ad · boombycindyjoseph.com/buy-online

Boom® by Cindy Joseph | Pro-Age Cosmetics | Reveal Your...

Read Our 5 Makeup Tips For Older Women, by Boom's Original Founder Cindy Joseph. Protective, Nourishing and Healing Cosmetics for Your Entire Face. Buy Now!

Cyber Monday · 15% off Entire Site · Code CYBER22 · Valid Nov 28

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Plot Rows Secondary dimension Sort Type: Default

Source/Medium ?	Users ?	Sessions ?	Revenue ?
	77,678 % of Total: 100.00% (77,678)	110,999 % of Total: 100.00% (110,999)	US\$616,268.43 % of Total: 100.00% (US\$616,268.43)
1. google / cpc	31,591 (39.12%)	44,959 (40.50%)	US\$188,670.22 (30.61%)
2. Klaviyo / email	13,172 (16.31%)	19,876 (17.91%)	US\$184,559.41 (29.95%)
3. (direct) / (none)	17,105 (21.18%)	22,998 (20.72%)	US\$136,003.09 (22.07%)



2 VIDEOS



Roll over image to zoom in



BOOM! by Cindy Joseph Cosmetics Boomstick Glimmer - Boom Makeup Stick for Older Women & Mature Skin - Natural Highlighter Stick & Illuminator

Visit the BOOM! by Cindy Joseph Store

4.2 ★★★★★ 15,110 ratings

| 82 answered questions

Amazon's Choice

in Face Highlighter & Illuminizers by BOOM! by Cindy Jo...

700+ bought in past

Prime Big Deal

List Price: ~~\$28.00~~ Details

Prime Price: **\$22.40** ✓prime One-Day

FREE Returns

You Save: **\$5.60 (20%)**

Exclusive Prime price

You could have earned \$2,058.16 in rewards on your Amazon purchases over the past year with 5% back with an Amazon Prime Store Card. Apply now and get a \$100 Amazon Gift Card upon approval. [Learn more](#)

Local Business

Item Form: Cream/Stick

Finish Type: Sheer

Coverage: Light

Brand: BOOM! by Cindy Joseph

Color: Glimmer

About this item

- **SIMPLIFY YOUR MAKEUP ROUTINE:** Boomstick Glimmer is the ultimate highlighter and illuminator that effortlessly adds a natural, radiant glow to your everyday look; Apply a subtle, pearlescent shine to your

One-time purchase:

\$22.40

✓prime One-Day

FREE Returns

FREE delivery **Tomorrow, October 11.** Order within 14 hrs 6 mins

Deliver to Ezra - Accord 12404

In Stock

Qty: 1

Add to Cart

Buy Now

Ships from Amazon

Sold by BOOM! BY CINDY JOSEPH

Returns Eligible for Return, Refund or Replacement within 30 days of receipt

Payment Secure transaction

Add a gift receipt for easy returns

Subscribe & Save:

5% 10%

\$21.28

First delivery on Oct 30

Ships from: Amazon

Sold by: BOOM! BY CINDY JOSEPH

Add to essentials

[Learn more about Your Essentials](#)

Add to List

Overall Pick 



[+31 colors/patterns](#)

Overtone Haircare Color Depositing Conditioner - 8 oz Semi Permanent Hair Color...

Cream 8 Fl Oz (Pack of 1)

★★★★☆ ~ 6,908

300+ bought in past month

Prime Big Deal

\$25⁶⁰ (\$3.20/Fl Oz)

List Price: ~~\$32.00~~

Save more with Subscribe & Save
Exclusive Prime price

✓prime One-Day
FREE delivery **Tomorrow, Oct 11**

 Small Business ▾



[+27 colors/patterns](#)

OVERTONE Haircare Daily Conditioner - 8 oz Semi-Permanent Daily Conditioner...

Coconut 8 Fl Oz (Pack of 1)

★★★★☆ ~ 843

200+ bought in past month

Prime Big Deal

\$14⁴⁰ (\$1.80/Fl Oz)

Typical price: ~~\$18.00~~

Save more with Subscribe & Save
Exclusive Prime price

✓prime One-Day
FREE delivery **Tomorrow, Oct 11**

 Small Business ▾



[+1 color/pattern](#)

OVERTONE Haircare Purple Toning Conditioner with Shea Butter & Coconut Oil, Neutraliz...

Rosemary and Spearmint

8 Fl Oz (Pack of 1)

★★★★☆ ~ 748

100+ bought in past month

Prime Big Deal

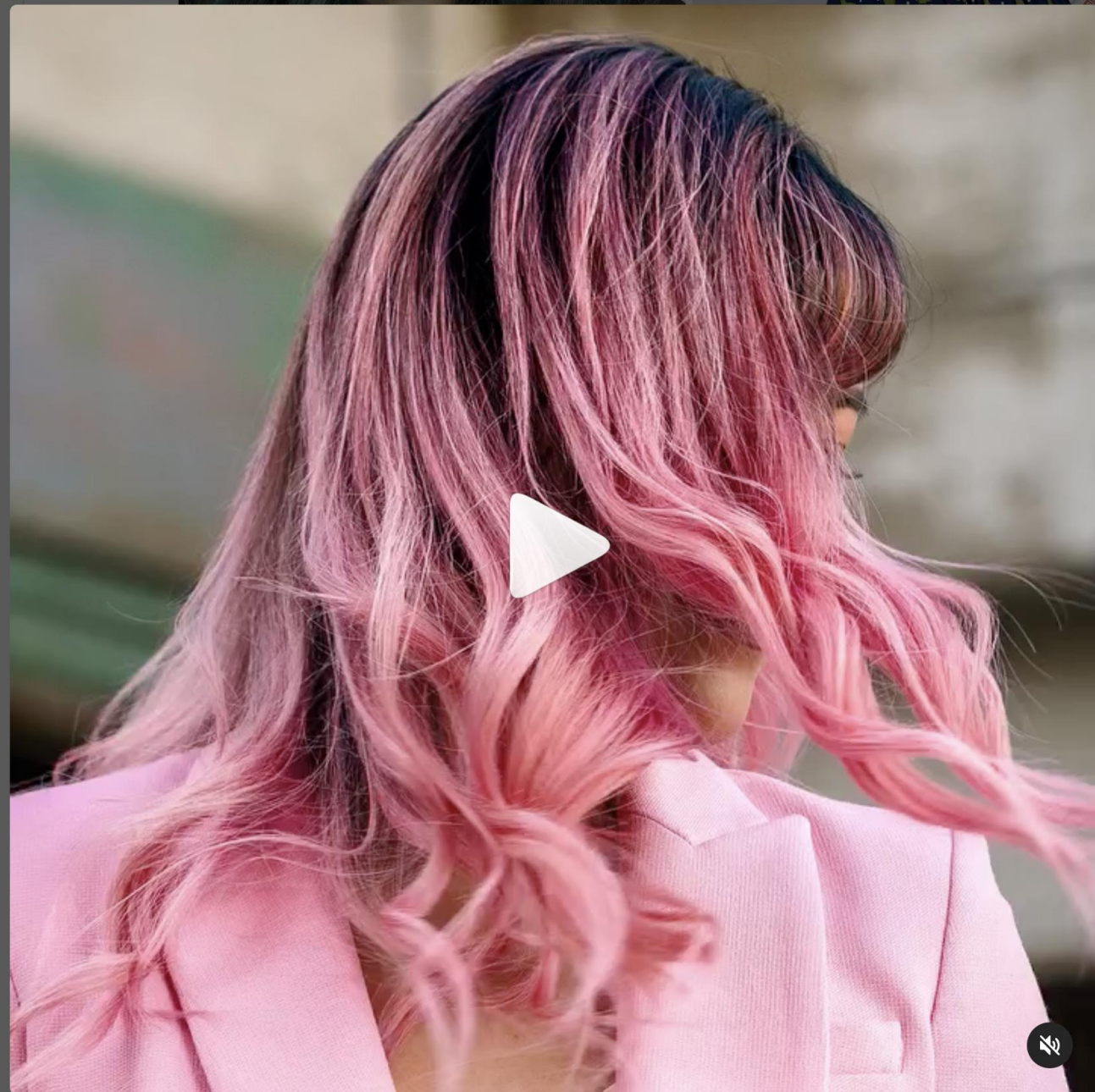
\$14⁴⁰ (\$1.80/Ounce)

Typical price: ~~\$18.00~~

Exclusive Prime price

✓prime One-Day
FREE delivery **Tomorrow, Oct 11**

 Small Business ▾



overtonecolor



overtonecolor Our Black Friday sale is still going strong – but not for long.

20% OFF ORDERS UNDER \$75 & 25% OFF ORDERS \$75+

Save on all the shades that have been sitting in your and find your → link in bio!

45w



carlyymm Hi on the website it says the BFF20 code is still going today, but at checkout it does not apply



45w 1 like Reply

— View replies (1)



emmalyeekate143 Love your products but had a major site screw up when I went to apply my code. I submitted a ticket but I fear it will be too late



45w Reply



7,191 views

NOVEMBER 27, 2022



Add a comment...

Post



Campaign Objectives: PPE, Awareness, Traffic (organic social posts)

Campaign details **0.5-1%**

Buying type

Auction

Campaign objective ⓘ

Brand awareness



Campaign details **0.5-1%**

Buying type

Auction

Campaign objective ⓘ

Traffic



Campaign details

2-3%

Buying type

Auction

Campaign objective ⓘ

Post engagement



BOOM! BOOM by Cindy Joseph
Sponsored · 🌐

54-year-old Kathy Dibiasi tells us she was never into wearing a lot of makeup.


"I have friends who have drawers and drawers of mascaras and eyeshadows and blushes and foundations," Kathy says. "All my makeup has always fit into this little pouch."

That's why she was so excited to learn about the Boomstick Trio®, our multitasking cosmetics sticks that fit in one small, organic cotton bag.

In this video, Kathy shares the short and sweet Boom routine she uses for everything from a Zoom call to a lunch out with friends.

Get the details here...
<https://bit.ly/kathyshortandsweetmakeuproutine>

#proage #makeup #skincare #cosmetics #brandambassador #mascara




"All my makeup has *always* fit into this little pouch. So how excited I was when I received *all that I need from BOOM!* in this little pouch. I thought, 'Ok, this is right up my alley!'"

KATHY DIBIASI
— BOOM! —
AMBASSADOR

Tap to view products

👍❤️😮 Carmen G... 72 Comments 40 Shares

- 
- **Go Early**
 - **Hit The Peak Days**
 - **Audiences Matter**
 - **Merchandising Matters *A LOT***
 - ***Email, SMS & Ads HEAVY.***
 - **Mimic on Amazon, FB Shop, SMS, Organic, Google, Etc**
 - **Amplify Organic.**
 - **Bundle + Kit + New Items**
 - **Content Around Merchandising**
 - **Mobile Matters (LP Optimization)**

Cold Weather Hair Maintenance



There are a lot of great things about the weather cooling down: the holidays, comfy sweaters, and not sweating every time you leave the house. But, there are some downsides as well, especially for your hair.

But, the season doesn't have to wreak havoc on your strands! Here are a few simple ways to keep them colorful and healthy when things cool down.



Hydrate

We can't stress this enough: cold weather stresses out your hair. It can make it brittle and more prone to breakage, and is probably the most damaging part of cold weather when it comes to your hair. By applying a hydrating hair mask once or twice a week, you'll prevent your hair from reaching its literal breaking point.

[\[Shop Hydration\]](#)



Tone

Your hair color can start to show unwanted undertones for a ton of different reasons—especially if you've used lighteners. If you're using a blow dryer more often, this can expedite the appearance of brassiness and yellow/orange undertones. You can keep your color balanced every time you shampoo, by following up with a Toning Conditioner. Find the one that's right for you [right here](#).

[\[Shop Toning Conditioners\]](#)



Color

Skip the damaging bleach and keep your hair even healthier with our For Brown Hair shades. By applying For Brown Hair coloring conditioners on light to medium brown hair, you'll see real, damage-free color results—especially in the sun. Don't let the cold control your hair. [Shop everything you need to keep your hair and hair color looking pristine.](#)

[Shop All](#)

SHOP PRODUCTS IN THIS POST:



Purple Toning Conditioner
\$26.00

[SHOP NOW](#)



The Remedy
\$27.00

[SHOP NOW](#)



Red for Brown Hair Coloring Conditioner
\$32.00

[SHOP NOW](#)

BOOM!
BY CINDY JOSEPH

This classic, sophisticated look reveals your natural beauty.



READ ON IN TODAY'S POST

If you want makeup that...

- ✔ Is easy to apply
- ✔ Looks natural and elegant
- ✔ Leaves you looking and feeling amazing

...then [this is for you!](#)

Today, we're sharing a classic four-step sophisticated look for every woman—that takes less than five minutes.

Find out how to do it [in today's post](#).

READ THE BLOG POST

P.S. You can get everything you need to create this classic, put-together look—plus 5% off every day—in our new Boom! Bag, available exclusively [during our holiday sale](#).

The 4-Step Boom Routine for Natural, Sophisticated Makeup

This classic, sophisticated look reveals your natural beauty.



Do you love a simple, sophisticated makeup look?

Perfect for everything from running errands to a date night, this simple, elegant look is a classic approach that works for every woman to reveal her natural beauty.

Today, we'll show you how to achieve it in four easy steps.

This routine enhances your most noticeable features and creates a simple, but sophisticated, put-together look.

The best part? It takes less than five minutes to achieve.

Does that sound like the look you've been waiting for? Here's how to do it.

1. Bright eyes

First, highlight your beautiful eyes with [Boom Bright™](#), our gentle mascara that moisturizes your delicate lashes.

Every aspect of this mascara was designed for delicate lashes.

Gentle and moisturizing, this mascara lengthens, separates and defines the thinner, shorter lashes we tend to experience as we age.

Boom Bright resists flaking and clumping, so you can build to the look you want. Want a bolder look? Just apply another layer.

The water-based formula is easy to remove at the end of the day with warm water, moisturizer or a gentle cleanser, so you won't risk your delicate lashes removing it.

Made with nature-inspired ingredients in a clean-beauty, hypoallergenic formula, you also won't need to worry about what you're putting near your beautiful eyes.



2. A soft, rosy glow

Next, enhance your natural radiance with soft and rosy [Boomstick Rose Nude™](#).

This creamy Boomstick was designed to create a natural-looking glow in seconds. Just dab Boomstick Rose Nude on your cheeks and blend to add gentle radiance to your skin.

Then, apply a layer of Boomstick Rose Nude to moisturize your lips and add a sophisticated hint of color.

Made with clean ingredients in a convenient cosmetic you can easily carry in your pocket, purse or bag, Boomstick Rose Nude adds subtle color in moments for a natural-looking glow.



3. Beautiful brows

As we age, our brows tend to thin and lighten, especially at the outer edges.

Our lightweight brow mousse, [Boom Brow™](#), adds subtle definition, volume, color enhancement and shape to sparse or thinning brows.

Designed for ease of use, Boom Brow brushes on in moments for beautiful, natural-looking brows every time.

To apply Boom Brow, simply unscrew the applicator and brush onto your brows in an upward and outward direction.

The lightweight formula clings to your existing brows for natural-looking volume and comfortably holds your brows in place all day.

Want more color or definition? Just brush on another layer. The non-flaking formula is buildable for a customized look.

Boom Brow is also available in two versatile colors designed to work for every woman.


4. Glossy, moisturized lips


Soft, moisturized lips aren't just nice to look at. They also feel better.

Add a layer of moisturizing gloss as your finishing touch. We suggest [Boom Gloss™](#), our lip gloss designed for pro-age women.

Unlike gummy glosses you may have tried in the past, Boom Gloss gives your lips a subtle, sophisticated shine without a sticky, tacky finish.

Made with gentle botanical oils, emollients and humectants, Boom Gloss moisturizes the skin for soft, supple lips and elegant shine.

- 
- **Gift Guides**
 - **How To's**
 - **Social Media Round Ups**
 - **Customer Testimonial Videos**
 - **Tips/Tricks/Listicles**
 - **Etc.**

- 
- 1. Warm Up An Audience**
 - 2. Build An Email List**
 - 3. Merchandising**
 - 4. Optimization**
 - 5. Promotional Structure**
 - 6. OmniChannel Strategy**
 - 7. Ads + Funnel Set Up**
 - 8. 2x Selling**

ALL OF OCTOBER

Warm Up Audiences!

September						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	
3:●	10:○	17:●	25:●			

October						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					
2:●	9:○	17:●	25:●			

November						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			
1:●	8:○	16:●	23:●	30:●		

December						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
7:○	16:●	23:●	29:●			

Campaign Objective. Video Views

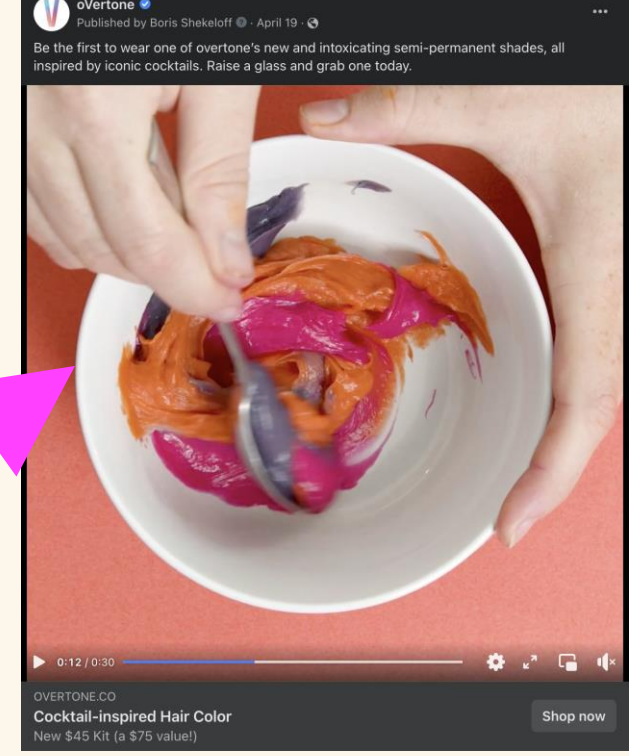
Campaign details

Buying type
Auction

Campaign objective ⓘ
Video views

Show more options ▾

5-10%



5 CENTS

1 selected × Ad sets 2 selected × Ads 1 selected ×

Duplicate Edit A/B Test Preview Rules Columns Breakdown Reports

Ad	Frequency	Video plays at 50%	Video plays at 75%	Video plays 95%	Amount spent	Cost per ThruPlay
1028_Cocktail_Mixing_BrunchPunch_1-1_3...	4.24	846,259	842,191	786,658	\$4,500.89	\$0.01
1028_Cocktail_Mixing_BrunchPunch_1-1_3...	3.80	726,523	723,451	664,957	\$3,793.52	\$0.01
3.30.22 Testimonial GIF_holygrail.gif TOF-S...	4.58	906,652	623,020	470,414	\$2,192.36	\$0.005
2.15.22 Social Proof Version A 25 seconds_1	2.38	287,757	277,653	260,916	\$1,368.63	\$0.005

Campaign name

10.16.21 Video Views TOF: Long Form [Create template](#)

Campaign details

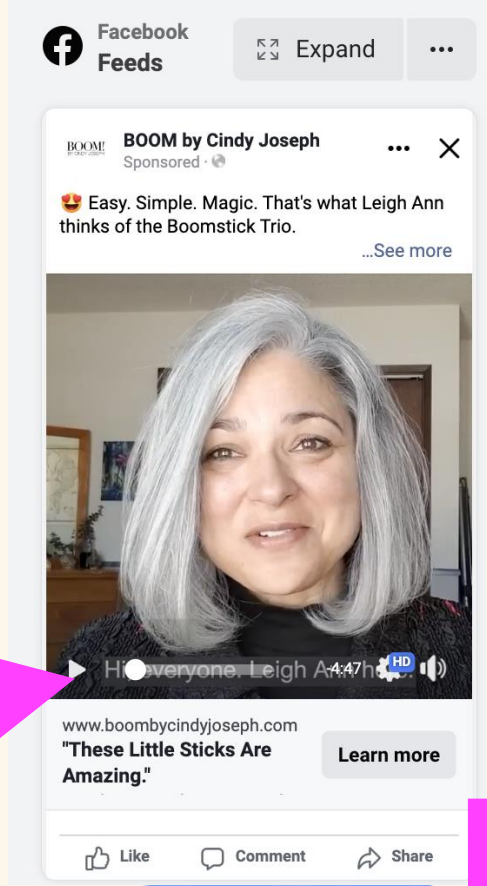
Buying type

Auction

Campaign objective

Video views

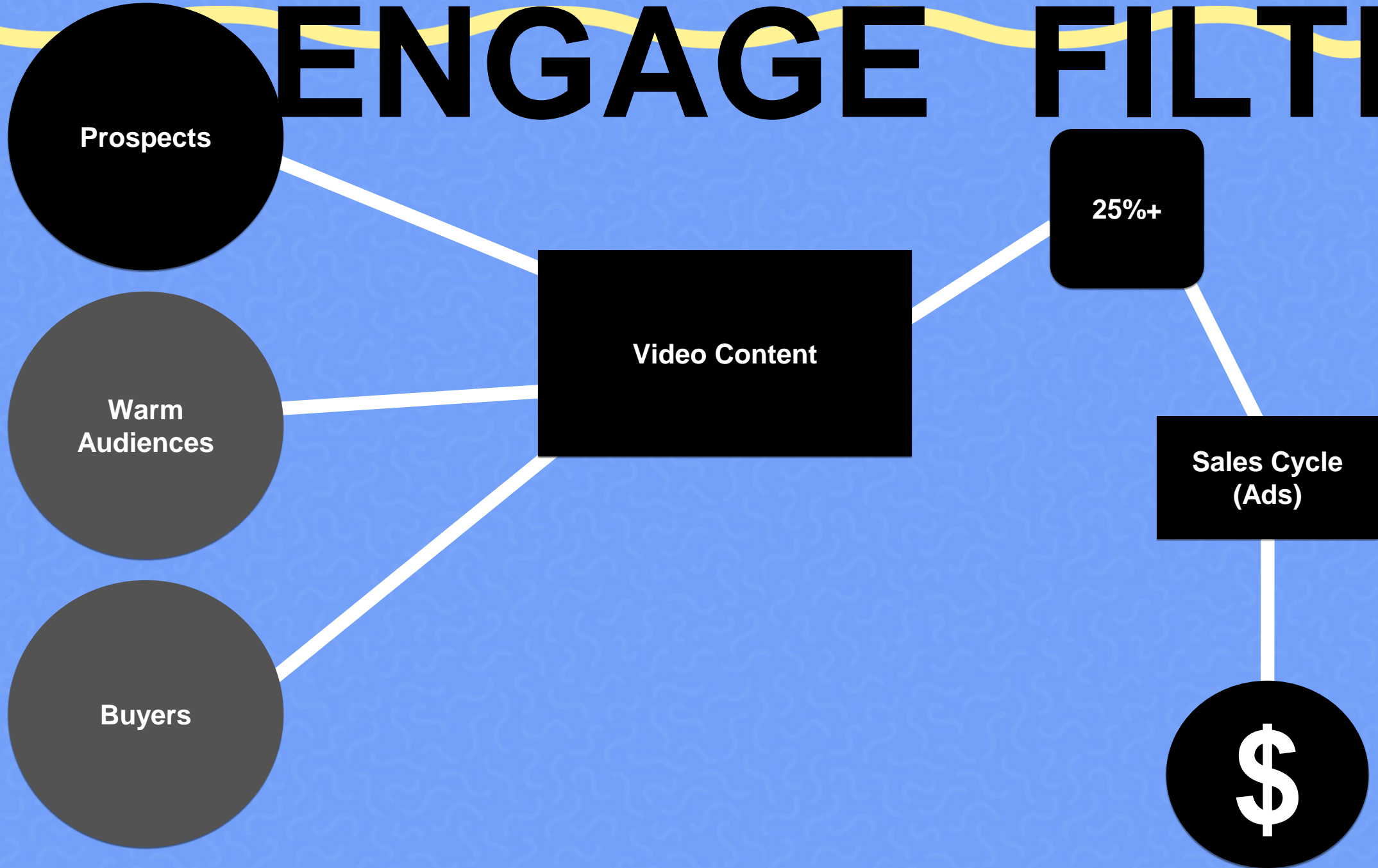
[Show more options](#)



39 CENTS

Ad	Video plays at 50%	Reach	Frequency	Video plays at 75%	Video plays at 95%	Cost per ThruPlay	Amount spent
4.8.22 Boom_Ambassador_T...	43,795	983,555	1.58	32,762	23,793	\$0.03	\$9,312.94
1.10.22 Ambassador-Margar...	10,913	656,517	1.69	4,705	2,918	\$0.03	\$7,466.16
4.8.22 Boom_Ambassador_T...	29,063	526,593	1.88	21,888	15,828	\$0.03	\$5,378.04
4.8.22 Boom_Ambassador_T...	42,201	576,898	1.74	31,408	23,067	\$0.03	\$4,753.98

ENGAGE FILTER



November Until Sale

**Buy Leads
and
Warm Them Up**

September						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	
3:●	10:○	17:●	25:●			

October						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					
2:●	9:○	17:●	25:●			

November						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			
1:●	8:○	16:●	23:●	30:●		

December						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
7:○	16:●	23:●	29:●			

Campaign Objectives: Lead Gen

Campaign name

5-10%

11.6.21 Evergreen Lead Gen

[Create template](#)

Campaign details

Buying type

Auction

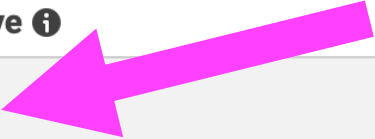
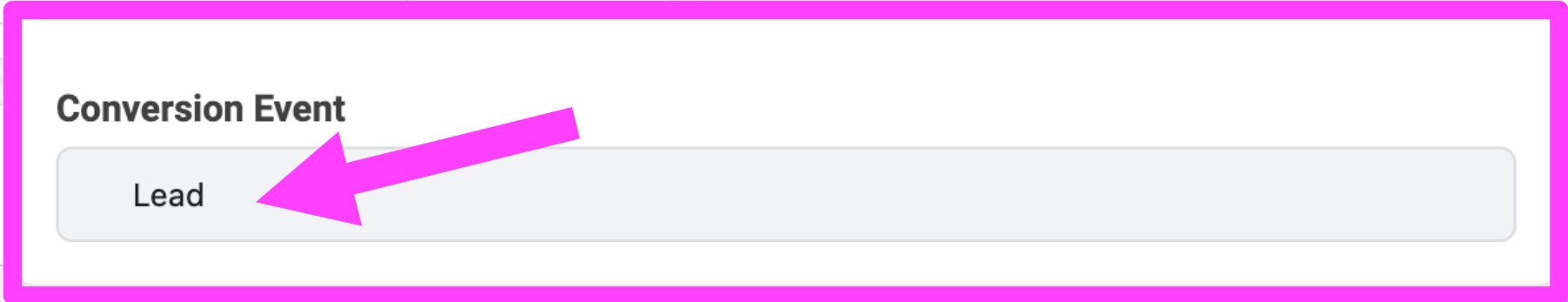
Campaign objective ⓘ

Conversions

[Show more options](#) ▾

Conversion Event

Lead



👓 7 Makeup Tips for Glasses Wearers 👓
If you wear glasses, they're part of ...See more

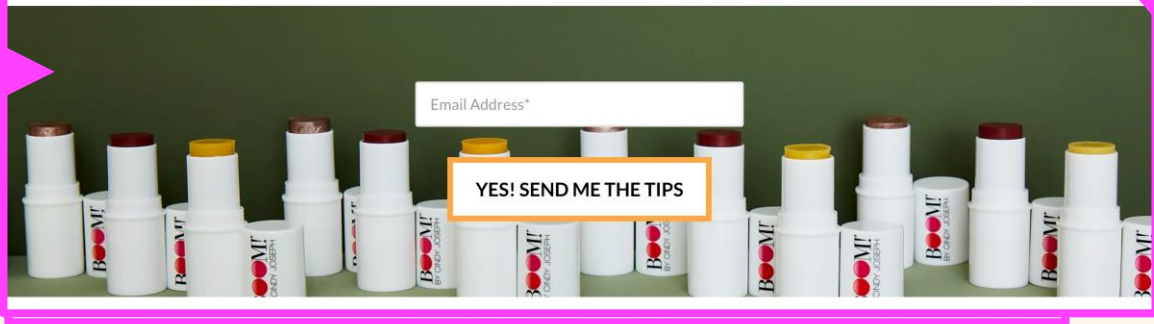


7 MAKEUP TIPS FOR GLASSES WEARERS

boombycindyjoseph.com
Over 50 + wear glasses?
This guide is for you. [Learn more](#)

After 50, Create a Natural Makeup Look to Match Your Glasses

We'll show you how in our new guide.



It's about women. It's about beauty. It's about time.
[CHECK OUT OUR NEW PRODUCTS](#) [JOIN THE BOOM CLUB](#)

Account Cart (0)
Please Call Us: 929.266.2100



7 MAKEUP TIPS FOR GLASSES WEARERS

AFTER 50, CREATE A NATURAL MAKEUP LOOK TO MATCH YOUR STYLE OF GLASSES

If you've worn eyeglasses for decades, you might consider your glasses a part of you—and your look.
Glasses can be a fun way to show off your personality.

Bold frames, bright colors or jeweled details tell the world something about your style.

They also present their own challenge when deciding how best to apply your makeup



BOOM BRIGHT™
Made especially for your 50s, 60s and 70s+, this soft-black mascara pairs nicely with any glasses. This smudge-proof, buildable mascara moisturizes lashes

BOOMSTICK TRIO®
Create that authentic makeup look to match your glasses in 10 minutes with three little sticks. (**Includes blush, BO Color

Chat with us!



7 MAKEUP TIPS FOR GLASSES WEARERS

[CHECK THIS OUT](#)

Thanks for signing up for this new guide!

You can [pick up your copy here.](#)

Over the next few weeks, we'll have more makeup tips like this to reveal your natural beauty after 50. Be sure to check your email.

For now, **we have one more surprise for you...**

We want to give you a quick demonstration of how to apply our simple, natural-looking makeup.

In our video, **Kim Vardas removes her glasses to show you how she applies all three Boomsticks in less than five minutes.** (It's so easy, she doesn't even need a mirror.)


[CHECK THIS OUT](#)

BOOM! by Cindy Joseph
Published by Boris Shekeloff · October 26, 2020 ·

BLACK FRIDAY, starting early...

It's our biggest sale of the year. It's starting weeks BEFORE Thanksgiving. Sign up now so you can shop our Black Friday Sale first. www.boombycindyjoseph.com/pages/2020-holiday-early-bird

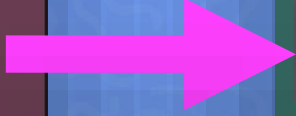
Biggest Discounts for Black Friday



WWW.BOOMBYCINDYJOSEPH.COM/PAGES/2020-HOLIDAY-EARLY-BIRD

Black Friday Is Coming Early!
Sign up now to be the first to shop our biggest sale of the year...

791 149 Comments



Early Black Friday: Why Wait to Save on Boom?

This year, we're celebrating Black Friday early. Sign up now to be the first to save on everything in our holiday store.

Email Address*

YES! I WANT IN

BOOM! BY CINDY JOSEPH

You're in!

GOT YOUR HOLIDAY WISH LIST?


We are counting down the days until **Early Black Friday!** Our entire Boom team is so excited about everything that's coming this holiday season.

And we're so thrilled you're here for it!
You'll be the very first to know as soon as Early Black Friday starts in our store.

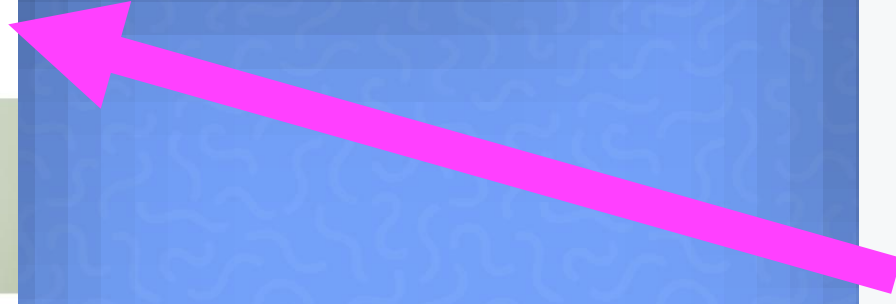
And you'll be the first to meet the **new, limited-edition Boom that's only available this holiday season.** (It will debut in our store on Early Black Friday.)

While you're waiting, why not start your holiday wish list?

If you're looking for a little inspiration, here are a few ideas from our blog...



3 Sticks. 10 minutes.
A Naturally Beautiful Look.



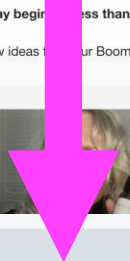
Oh wow! We can't wait to show you everything we have planned this holiday season!

It all starts with Early Black Friday. As promised, we'll let you know the moment this sooner-than-expected sale begins in the Boom store. Here's a sneak peek of what's coming...

- ♥ **Our biggest sale of the year, on everything.** The entire store will be on sale for Early Black Friday. Expect our best discounts on ALL the Boom you love!
- ♥ **"New" Boom, just for the holidays.** A special, limited-edition Boom that's only available this holiday season. Look for its release on Early Black Friday.
- ♥ **More of everything you love.** Starting on Early Black Friday, we're celebrating what makes you "more" as you age—and giving you more Boom tips, more discounts and more inspiration to carry you through the holiday season.

Be sure to watch your email, because **Early Black Friday begins less than two weeks.**

In the meantime, start your holiday wish list! Here are a few ideas from our Boom Ambassadors:



Trigger

When someone **subscribes to [2021 Holiday] EarlyBird List.**

Email #1

You're in! Got your holiday wish list?

59% Open Rate	9% Click Rate	Waiting: 0
8.8% Active on Site		Review: 0
		Delivered: 31961
		Skipped: 2469

Draft

Day 0

Ads

Emails

Organic Social Posts

Biggest Discounts for Black Friday

Coming Soon: Early Black Friday Sale

It's our biggest sale of the year. For the first time, it's starting weeks before Thanksgiving.

Sign up now to shop this Early Black Friday Sale first.

Email Address*

YES! I WANT IN

Yay! We're So Excited You're Here!

This is the first time we've ever started our Black Friday Sale so early.

We're thrilled that you'll be a part of this!

Please keep an eye on your email because we'll let you know the second this Early Black Friday Sale begins. (Hint: It will be weeks before Thanksgiving.)

Also, we'll have a few surprises coming your way for the holidays. We can't wait to share all this with you.

In the meantime, we'd love to hear from you.

Tell us: What are you looking forward to this holiday season? Any new traditions you're starting this year?

FACEBOOK | INSTAGRAM | YOUTUBE

Contact Us | Terms And Conditions | Privacy Policy

Trigger

When someone subscribes to [2020 Holiday] Earlybird List.

Email #1

Yay! You're here...

62%	5%	Waiting: 0
Open Rate	Click Rate	Review: 0
0.6%	\$18.5K	Delivered: 37156
Placed Order		Skipped: 3155

Draft

Day 0

[2020 Holiday] Earlybird List

List

35530

Yay! We're So Excited You're Here!

Early Black Friday Sale: First Look

Our biggest discounts of the year.

A couple extra weeks to holiday shop.

That's just the beginning of what we have planned for Black Friday this year. As you know, we're starting this sale earlier than ever before.

This sale will start weeks before Thanksgiving.

We'll let you know the moment this Black Friday Sale begins, so you can shop first.

We also have a few surprises coming your way, so be sure to watch your email.

In the meantime, we'd love to hear from you.

What are you doing differently this year? How are you celebrating the holidays? Are you making new traditions?

Let us know below...

FACEBOOK | INSTAGRAM

f | p | i | y

BOOM! BY CINDY JOSEPH

It's about women. It's about beauty. It's about time.

What's Coming This Holiday Season

TRAVEL TIPS: 5 WAYS TO USE BOOM ON YOUR NEXT VACATION

There's nothing quite like traveling, is there? It's the latest way we know to continually find new adventures, discover new things and reinvent yourself—year after year. Before you head off on your next adventure, we have a few tips to help you pack light and look your best wherever you're traveling. That includes our top picks for the "Best Travel Boom" to carry with you.

Read on in today's post.

SEE THIS FIRST

This holiday season, we're doing something new. Something that's never been done before here at BOOM! We know the holidays can be a challenge. This time of year brings joy and anticipation, but it also brings self-reflection. This year, we want to celebrate all that, so we're introducing something new. It's the idea of affirmations. An affirmation is a positive, empowering statement. It's an expression of who you are and how you became the amazing woman you are today. All season long, we'll introduce new affirmations to inspire and empower you throughout the holidays. It's how we're celebrating you. We're also hosting our biggest sale of the year—with discounts on everything in our Boom store. All this begins on Black Friday. We invite you to sign up now so you see this first.

READ THE BLOG POST

P.S. Traveling this holiday season? Stock up on all your Boom favorites before you travel during our biggest sale of the year.

BE THE FIRST TO SEE THIS.

BOOM! BY CINDY JOSEPH

Did You Hear We're Doing This for Black Friday?

3 Tips for the Holidays

Thanks again for signing up! We can't wait to show you everything we have planned. Remember, this all begins on Black Friday. We'll be sharing affirmations to give you a boost throughout the holiday season. We're also hosting our biggest sale of the year. Now, whether you're here for the sale or affirmations, we have a few tips to make the most of all this...

- Tip #1: Daily Affirmations: Let them empower you.** The holidays can be challenging. The point of these affirmations is to inspire and empower you. So take a minute to think about each affirmation. Repeat it to yourself. See how it impacts you.
- Tip #2: Start now: Tell yourself, "I'm amazing because _____."** Fill in the blank to remind yourself of one feature, attribute, experience, skill or talent that makes you feel amazing. (And keep repeating it to yourself.)
- Tip #3: Holiday Sale: Choose what you love.** All our pro-age cosmetics and skin care are designed to bring out your natural beauty. But we suggest you choose what you love, what makes you feel beautiful.

Again, we'll be sharing daily affirmations here in your emails starting on Black Friday.

In the meantime, check out our blog post below for a few tips on how to value yourself more right now.

READ THE BLOG POST

YES PLEASE! I WANT IN


P.S. This holiday season, we're also sharing never-before-seen makeup tutorials to give you brand new holiday looks.

SIGN UP TO SEE THIS FIRST

Early access to early Black Friday savings 
Sign up and get on the VIP list to be the first to shop.

OVERTONE

BLACK FRIDAY SALE



SHOP NOW

overtone.co
Sign up now for EARLY ACCESS!

Sign

OVERTONE

SHOP ALL HAIR COLOR HAIR CARE

BLACK FRIDAY * BLACK FRIDAY * BLACK FRIDAY * BLACK FRIDAY

THANKS FOR SIGNING UP




Way to be early to the party.

We'll send you an email once our Black Friday Sale is live and let you be the first to hit our site for discounted hair goodies and merch.

In the meantime, get your wishlist ready!

PREP MY CART

SHOP THESE FAVORITES

 Pastel Purple Healthy Color Duo SHOP NOW	 Pink for Brown Hair Healthy Color Duo SHOP NOW	 Pastel Silver Healthy Color Duo SHOP NOW
---	---	--

VIP ACCESS * VIP ACCESS * VIP ACCESS * VIP ACCESS * VIP ACCESS *

Sign up to gain early access and be the first to receive the discount when our Black Friday sale is live

Email Address*

SIGN UP

20% OFF | **25% OFF**
ORDERS UNDER \$75 | ORDERS \$75+

Our **BIGGEST SALE OF 2022** is just around the corner, and we want you to shop it first.

Sign up to gain early access to Black Friday deals starting on November 24th. It's never too early to get going on that wishlist.




Email Address*

SIGN UP

YOU'RE ALL SET


We'll reach out once our **Black Friday Sale** is live and give you first dibs on discounted best-sellers and fan faves.

While you're waiting, we invite you to poke around our blog for hair inspo, hot takes, and DIY color tips.

 Colorful Bangs: A Party in the Front	 The Hair Color That Looks Good On Everyone: Extreme Magenta	 Watch: Vibrant Blue Saves the Hair Day
--	---	--

VISIT BLOG

Trigger
When someone subscribes to 2022 Early Bird BFCM Opt-in.

Keep Form #1
VIP STATUS: You're 

69.8% Open Rate	20.0% Click Rate	Waiting: 0
16.5% Active on Site		Review: 0
		Delivered: 1336
		Skipped: 2074

Draft

BOOM! by Cindy Joseph
Published by Boris Shekeloff · November 15, 2022 ·

♥ LOVE FREE STUFF? You'll want to be here for Black Friday. ♥

At BOOM! by Cindy Joseph, we're giving away free Boom on Black Friday:
www.boombycindyjoseph.com/pages/2022-holiday-early-bird

You'll get this free Boom gift every time you place an order on Black Friday.

Plus, you'll get the best savings of the year on ALL our Boom makeup and skincare (designed for your skin in your 60s, 70s and 80s).

We'd love for you to be there!

Sign up now and we'll let you know the moment Black Friday begins in our store. ^^



WWW.BOOMBYCINDYJOSEPH.COM

Free stuff + Best savings?
Yes, it's happening on Black Friday.

Sign up

See insights and ads Boost post

977 154 comments 73 shares

Like Comment Share

BOOM! by Cindy Joseph
Published by Boris Shekeloff · November 15, 2022 ·

🔥 COMING SOON: BLACK FRIDAY AT BOOM! 🔥

Get ready for the biggest sale of the year at BOOM! By Cindy Joseph:
www.boombycindyjoseph.com/pages/2022-holiday-early-bird

All our pro-age makeup and skincare will be on sale for Black Friday including:

- 🔥 Boomstick Trio: Three sticks give you a natural look in five minutes flat.
- 🔥 Boomstick Rose Nude: This soft, rosy makeup stick is this year's bestseller.
- 🔥 Boom Bright: This no-clump, no-flake mascara is made for your lashes as you age.

Plus, we'll have a new limited-edition Boom for the holidays—and the best savings on everything else in our store.

We'd love for you to be there! Sign up now and we'll let you know the moment this sale begins. ^^



WWW.BOOMBYCINDYJOSEPH.COM

We're going all out for Black Friday!
It doesn't get better than this.

Sign up



BOOM Beauty

Published by Dominique Mello

October 31, 2023

Ready to start your holiday shopping?

You can at BOOM!

We're kicking off the season with an early sale.

Get your shopping done so you can enjoy the holidays with big savings and free gifts—weeks before Black Friday.

Find out how to get early access to our biggest sale of the year <https://www.boombycindyjoseph.com/.../2023-holiday-earlybird>



BOOMBYCINDYJOSEPH.COM

Get on the list for Early Black Friday deals

Yes, Early Black Friday 2023 is coming soon to the Boom store. Sign up now t...

Sign up

See insights and ads

Boost post

794

33 comments 26 shares



BOOM Beauty

Sponsored



♥ LOVE FREE STUFF? You'll want to be here for Black Friday. ♥

At BOOM! by Cindy Joseph, we're giving away free Boom on Black Friday:
<https://www.boombycindyjoseph.com/pages/2023-holiday-earlybird>

You'll get this free Boom gift every time you place an order on Black Friday.

Plus, you'll get the best savings of the year on ALL our Boom makeup and skincare (designed for your skin in your 60s, 70s and 80s).

We'd love for you to be there!

Sign up now and we'll let you know the moment Black Friday begins in our store. ^^
<https://www.boombycindyjoseph.com/pages/2023-holiday-earlybird>



boombycindyjoseph.com

Free stuff + Best savings?

Yes, it's happening on Black F...

Sign up

457

26 comments 29 shares



Like



Comment



Share



oVertone ✓

November 20, 2022 · 🌐

Psstt! You're invited to shop early 📍

Sign up and get early access to our Black Friday Sale.



OVERTONE.CO

Sign up now for EARLY ACCESS!

Sign up



oVertone ✓

November 20, 2022 · 🌐

Be the first to shop Black Friday early 🛒

Sign up now to get early access to our biggest sale of the year.



OVERTONE.CO

SIGN UP NOW for first dibs!

Black Friday Cyber Monday Opt-In Page

Off / On	Ad set	Results	Cost per result
<input checked="" type="checkbox"/>	Hair Care US & CA & UK 1DC 11/07	259 [2] Website Leads	\$0.96 [2] Per Lead
<input checked="" type="checkbox"/>	Laser Diode US & CA & UK 1DC 11/07   View charts  Edit  Duplicate  Pin	228 [2] Website Leads	\$1.09 [2] Per Lead
<input checked="" type="checkbox"/>	Detective fiction US & CA & UK 1DC 11/07	239 [2] Website Leads	\$1.04 [2] Per Lead
<input checked="" type="checkbox"/>	Crime Fiction US & CA & UK 1DC 11/07	265 [2] Website Leads	\$0.94 [2] Per Lead
<input checked="" type="checkbox"/>	Hulu US & CA & UK 1DC 11/07	207 [2] Website Leads	\$1.20 [2] Per Lead
<input checked="" type="checkbox"/>	Best-Performing Interests - October US & CA ...	344 [2] Website Leads	\$0.73 [2] Per Lead
<input checked="" type="checkbox"/>	Best-Performing Interests - October 2 US & C...	447 [2] Website Leads	\$1.35 [2] Per Lead
<input checked="" type="checkbox"/>	Hair & Beauty US & CA & UK 1DC	451 [2] Website Leads	\$1.35 [2] Per Lead
<input checked="" type="checkbox"/>	Best-Performing Interests - October US & CA ...	539 [2] Website Leads	\$1.32 [2] Per Lead
<input checked="" type="checkbox"/>	Best-Performing Interests - October US & CA ...	938 [2] Website Leads	\$1.58 [2] Per Lead



Campaigns

1 selected

Ad sets for 1 Campaign

Ads for 1 Campaign

+ Create | [Clipboard] | [Dropdown] | [Edit] | [A/B Test] | [Clipboard] | [Refresh] | [Trash] | [Share] | [Rules]

View Setup [Toggle] | Columns: Custom [Dropdown] | Breakdown [Dropdown] | Reports [Dropdown]

Off / On	Ad Set	Impressions	Frequency	Unique clicks (all)	Cost per unique click (all)	Leads ↓	Cost per lead	Amount spent	
<input checked="" type="checkbox"/>	Buyers	226,009	4.27	7,498	\$0.77	3,695 [2]	\$1.56 [2]	\$5,758.73	
<input checked="" type="checkbox"/>	2% Buyer Lookalike	335,084	1.90	8,036	\$0.62	2,860 [2]	\$1.74 [2]	\$4,974.36	
<input checked="" type="checkbox"/>	Page Engagers / Insta engagers	60,612	1.66	2,864	\$0.34	1,095 [2]	\$0.90 [2]	\$982.13	
<input checked="" type="checkbox"/>	2-5% Buyer Lookalike	285,786	1.73	3,568	\$0.98	863 [2]	\$4.04 [2]	\$3,483.08	
<input checked="" type="checkbox"/>	Subscribers Non-Buyers	42,662	2.74	1,447	\$0.67	740 [2]	\$1.31 [2]	\$972.01	
<input checked="" type="checkbox"/>	Fans	80,481	3.04	1,659	\$0.75	604 [2]	\$2.06 [2]	\$1,243.97	
<input checked="" type="checkbox"/>	Buyers - Abroad	10,863	4.15	348	\$0.56	147 [2]	\$1.33 [2]	\$196.23	
Results from 7 ad sets ⓘ		1,041,497 Total	2.42 Per Person	24,232 Total	\$0.73 Per Person	10,004 [2] Total	\$1.76 [2] Per Action	\$17,610.51 Total Spent	

FREE SHIPPING ON ORDERS OVER \$50 U.S. ONLY

SHOP FAQ ABOUT BLOG OVERTONE Join the List


Sign up for early access and be the first to receive the discount when our sale is live.

Email Address*

Phone Number*

SIGN UP

20% OFF ★ 20% OFF ★ 20% OFF ★ 20% OFF ★ 20% OFF ★ 20% OFF ★ 20%



so long summer sale starts

THURSDAY, SEPT. 1ST

FREE gift with purchase

We're kicking off the long weekend with **20% OFF** when you spend **\$60+** PLUS a **FREE** mini gift at checkout.

Enter your email and phone number and be the first to shop the sale.

Email Address*

Phone Number*

SIGN UP

Free Returns Fast Shipping Vegan + Cruelty-Free For All Hair Types


FREE SHIPPING ON ORDERS OVER \$50 U.S. ONLY

SHOP FAQ ABOUT BLOG OVERTONE Join the List

YOU'RE IN!

We'll drop you a line once our **Labor Day Sale** is live on our site and give you the first pick on discounted best-sellers and fan favorites.

Plus, you'll get dibs on the best selection of minis so you can take your glow on the go.



While you're waiting, we invite you to peruse our blog for kick-ass hair tutorials or join our color community for hair inspo, hot takes, and DIY color tips.

VISIT THE BLOG

Free Returns Fast Shipping Vegan + Cruelty-Free For All Hair Types

Our **BIGGEST SALE OF 2023** is just around the corner, and we want you to shop it first.

Sign up to gain early access to Black Friday deals starting on November 10th.

It's never too early to get going on that wishlist.

Email Address*

SIGN UP NOW



We'll reach out once our Early Black Friday Sale is live and give you first dibs on discounted best-sellers and fan faves.

While you're waiting, we invite you to poke around our blog for hair inspo, hot takes, and DIY color tips.

VISIT THE BLOG

Biggest Discounts for Black Friday



Coming Soon: Early Black Friday Sale

It's our biggest sale of
the year. For the first
time, it's starting weeks
before Thanksgiving.

Sign up now to shop this Early Black
Friday Sale first.



YES! I WANT IN



0

Don't miss a breathtaking deal on the gift of better breathing!



Black Friday Early Access!

Breathe Easier,
Sleep Better,
Feel Healthier...
And Spend Less!

Our best deal of the year can be yours!
Sign up and be the first to know our Black Friday deals.



SIGN UP NOW



Effective Nasal Hygiene



Fast Relief



Easy to Use



30-Day No-Risk Trial

Naväge Nose Cleaners

- Starter Bundle
- Essentials Bundle
- Deluxe Bundle
- Multi-User Bundle
- Travel Bundle

Accessories

- Custom Cleaning Kit
- Countertop Caddy
- Travel Bag
- Travel Case
- Nose Pillows
- Nasal Dock

About

- About Us
- Reviews
- Subscribe & Save
- Naväge Blogs

Support

- Customer Support
- FAQs
- How-To Videos
- Owner's Manual
- Shipping
- Product Registration

Sales [800-931-7828](tel:800-931-7828) Support [800-203-6400](tel:800-203-6400)



Sign up for Special Offers

Join Now

Breathe Easier... You Have First Dibs!

You're All Set!

Breathe a little easier knowing you have first dibs on our Black Friday deal!

Be ready for an email when the sale begins.



 Effective Nasal Hygiene

 Fast Relief

 Easy to Use

 30-Day No-Risk Trial

Naväge Nose Cleaners

- Starter Bundle
- Essentials Bundle
- Deluxe Bundle
- Multi-User Bundle
- Travel Bundle

Accessories

- Custom Cleaning Kit
- Countertop Caddy
- Travel Bag
- Travel Case
- Nose Pillows
- Nasal Dock
- Nasal Dock-Nose Pillow Combo
- SaltPod Cube

About

- About Us
- Reviews
- Subscribe & Save
- Naväge Blogs

Support

- Customer Support
- FAQs
- How-To Videos
- Owner's Manual
- Shipping
- Product Registration
- Retail Store Locator
- Returns

Sales [800-931-7828](tel:800-931-7828) Support [800-203-6400](tel:800-203-6400)

Sign up for Special Offers

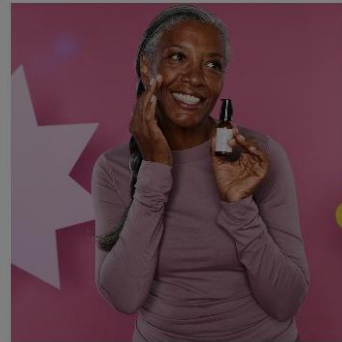
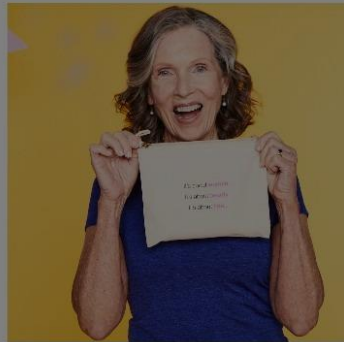
[Join Now](#)



This Year, Black Friday Starts Early.

For the first time, we're starting our Black Friday Sale weeks before Thanksgiving.

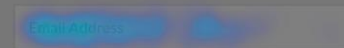
Sign up now to shop this Early Black Friday Sale first.



It's our biggest sale of the year in the Boom store.

And this year, you can shop earlier than ever.

Sign up right now so you don't miss this.



This Year, Black Friday Starts Early.

For the first time, we're starting our Black Friday Sale weeks before Thanksgiving.

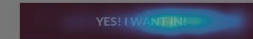
Sign up now to shop this Early Black Friday Sale first.



It's our biggest sale of the year in the Boom store.

And this year, you can shop earlier than ever.

Sign up right now so you don't miss this.



Coming Soon: Early Black Friday Sale

It's our biggest sale of the year. For the first time, it's starting weeks before Thanksgiving.

Sign up now to shop this Early Black Friday Sale first.

Be the first to shop this Early Black Friday Sale! Enter your email and we'll let you know the moment this sale begins.



We hate SPAM and promise to keep your email safe

Everything in our Boom store will be on sale for the holidays.

And this year, you can shop earlier than ever.

Sign up right now so you don't miss this.

YES I WANT IN

[Contact Us](#)

[Terms And Conditions](#)

[Privacy Policy](#)

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Thematically Relevant Image

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CTA

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Early Black Friday: Why Wait to Save on Boom?

This year, we're celebrating Black Friday early. Sign up now to be the first to save on everything in our holiday store.



YES! I WANT IN

[Contact Us](#)
[Terms And Conditions](#)
[Privacy Policy](#)

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BOOM!
BY CINDY JOSEPH

BLACK FRIDAY SALE:



SEE THIS FIRST

“Black Friday...already?”

If you're thinking it's a little early for Black Friday, you're right.

But this year, **we have SO many exciting things planned for Black Friday** that we don't want to wait until after Thanksgiving.

That's why we're starting our Black Friday Sale weeks ahead of schedule. ([Want the exact date? Sign up here.](#))

Of course, everything in our store will be on sale for Early Black Friday. You'll see our biggest discounts of the year on all your Boom favorites.

And, we have another surprise coming...

Starting on Early Black Friday, we're introducing a new limited-edition Boom that's only available during this holiday season.

(Hint: This new Boom will give you the best savings of the year.)

We want you to be the very first to see this new limited-edition Boom—and get our biggest discounts—first.

[Sign up now...](#) we'll let you know the moment Early Black Friday begins so you can shop this sale first.

YES! I WANT IN!

BOOM!
BY CINDY JOSEPH

SNEAK PEEK:

WHAT'S COMING ON
EARLY BLACK FRIDAY



YES! I WANT IN!

Coming soon: We're celebrating Black Friday early in the Boom store.

It's our **biggest sale of the year**, and it's starting weeks before Thanksgiving.

We want you to be the first to see this. [Sign up now](#) and we'll let you know the moment Early Black Friday begins in our store.

Here's a sneak peek at what's coming...

- **The Biggest Discounts of 2021.** You'll get the best savings on everything in the Boom store. That's every Boomstick, every moisturizer, every mascara, every lip gloss... It's all on sale for Early Black Friday.
- **New Limited-edition Boom for the Holidays:** For the first time in years, we're introducing a new Boom that's only available for the holiday season. (And this exclusive holiday Boom gives you the best savings you'll see all year.)
- **Extra Time to Shop (and Ship) for the Holidays:** By shopping our Early Black Friday Sale, you'll have plenty of time to shop for the holidays, and ship your Boom anywhere it needs to go.

Plus, we'll have more makeup tips, more skincare ideas, more Boom routines and more surprises coming your way.

It all starts on Early Black Friday. [Sign up now](#), and we'll let you know the moment this sale begins.

SEE THIS FIRST

BOOM!
BY CINDY JOSEPH

Coming to Our Early Black Friday Sale?

YES! I WANT IN!

The countdown is on to Early Black Friday!

We're just **days away from our biggest sale** of the year. Absolutely **everything in the Boom store will be on sale** for Early Black Friday.

That includes **a new limited-edition Boom** that's only available this holiday season—and gives you the best savings you'll find in our store.

We want you to be the very first to see this.

[Sign up now](#) and we'll let you know the moment our Early Black Friday Sale begins.

YES! I WANT IN!

BLACK FRIDAY

STARTS EARLY FOR YOU

The days of fun, fab, and colorful shopping will unfold soon. Don't get left behind.



Sign up to join our VIP waitlist and shop our biggest sale of the year before anyone else.

SIGN ME UP



QUESTIONS?

We are here to help!



Chat Support



Submit a Ticket



888.574.7192

LAST CHANCE

BLACK FRIDAY EARLY ACCESS

Can't wait until Black Friday? Same. Join our VIP waitlist and get early access to shop our BFCM sale.



LET'S GO



QUESTIONS?

We are here to help!



Chat Support



Submit a Ticket



888.574.7192

ACTION ITEMS

- **Set Up Buzz Builder Phase 1: Video Views**
- **Run Buzz Builder Phase 2: Early Bird Flow**
- Create Ads & Write Copy
- Build Opt-In and Thank You Pages
- Create Early Bird Email Welcome Flow
- Set Ads Live, Email List, SMS, Post To Social

ACTION ITEMS:

- Create Mobile + Desktop Opt-In & TY Pages (Zipify Pages)

Biggest Discounts for Black Friday

Coming Soon: Early Black Friday Sale

It's our biggest sale of the year. For the first time, it's starting weeks before Thanksgiving.

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Contact Us
Terms And Conditions
Privacy Policy

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Biggest Discounts for Black Friday

Coming Soon: Early Black Friday Sale

It's our biggest sale of the year. For the first time, it's starting weeks before Thanksgiving.

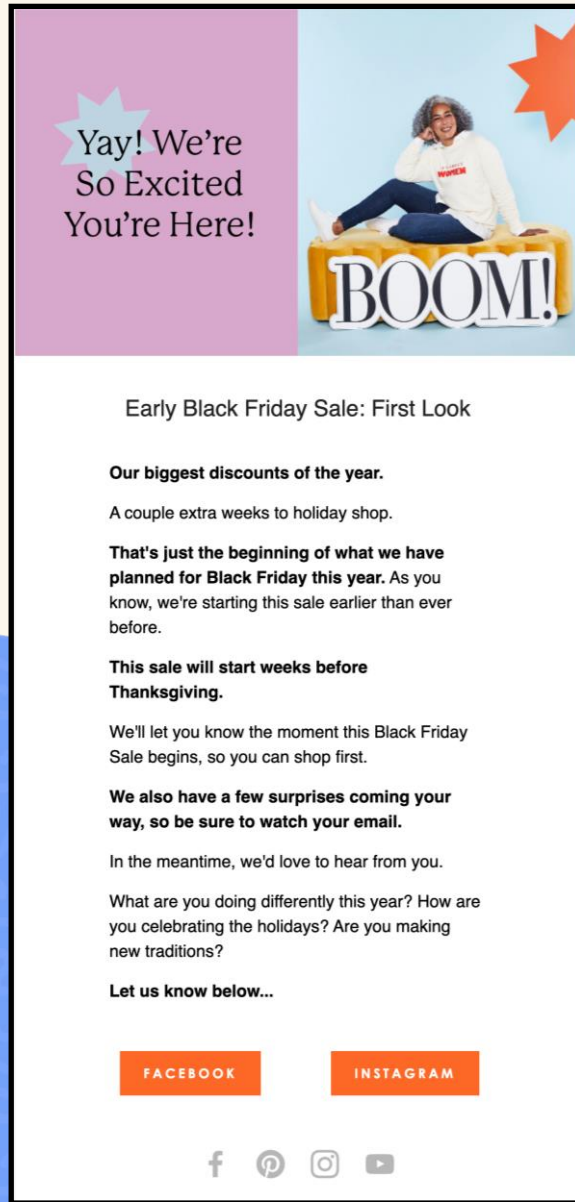
Sign up now to shop this Early Black Friday Sale first.

Contact Us | Terms And Conditions | Privacy Policy

© Copyright. All right reserved.

ACTION ITEMS:

- Write Early Bird Confirmation Email



The image shows a workflow configuration interface. The top step is a "Trigger" event: "When someone subscribes to [2020 Holiday] Earlybird List." This is followed by an "Email #1" action: "Yay! You're here...".

Performance metrics for the email are displayed:

- Open Rate: 62%
- Click Rate: 5%
- Placed Order: 0.6% / \$18.5K

Delivery statistics are shown on the right:

- Waiting: 0
- Review: 0
- Delivered: 37156
- Skipped: 3155

At the bottom, there is a "Draft" button and a "Day 0" indicator.

[2020 Holiday] Earlybird List

List



35530

ACTION ITEMS:

- Set Up Ads
- Optimize For Lead Event (Conversion Campaign)


Ad Set Name	Leads ↓	Cost per Lead	Amount Spent
Buyers	5,194 [2]	\$1.39 [2]	\$7,232.00
2% Buyer Lookalike	3,643 [2]	\$1.55 [2]	\$5,653.48
Page Engagers / Insta engagers	1,373 [2]	\$0.82 [2]	\$1,126.49
Subscribers Non-Buyers	1,015 [2]	\$1.18 [2]	\$1,198.06
2-5% Buyer Lookalike	1,011 [2]	\$3.69 [2]	\$3,734.45
Fans	913 [2]	\$1.86 [2]	\$1,699.77
Buyers - Abroad	223 [2]	\$1.14 [2]	\$255.25
Results from 7 ad sets ⓘ	13,372 [2] Total	\$1.56 [2] Per Action	\$20,899.50 Total Spent

BOOM by Cindy Joseph
Sponsored · 🌟

♥♥BLACK FRIDAY, starting early...♥♥

It's our biggest sale of the year. It's starting weeks BEFORE Thanksgiving.

Sign up now so you can shop our Black Friday Sale first.
www.boombycindyjoseph.com/pages/2020-holiday-early-bird



Biggest Discounts for Black Friday

WWW.BOOMBYCINDYJOSEPH.C...
Black Friday Is Coming Early!
Sign up now to be the first to sho... [LEARN MORE](#)


👍👍👍 Judy Ku... 151 Comments 71 Shares

BOOM by Cindy Joseph
Sponsored · 🌟

🌟 This year, we're celebrating Black Friday early. 🌟

For the first time, everything in our Boom store will be on sale weeks before Thanksgiving.

Sign up now, and we'll let you know the moment this Early Black Friday Sale begins.
www.boombycindyjoseph.com/pages/2020-holiday-early-bird



Early Black Friday Sale

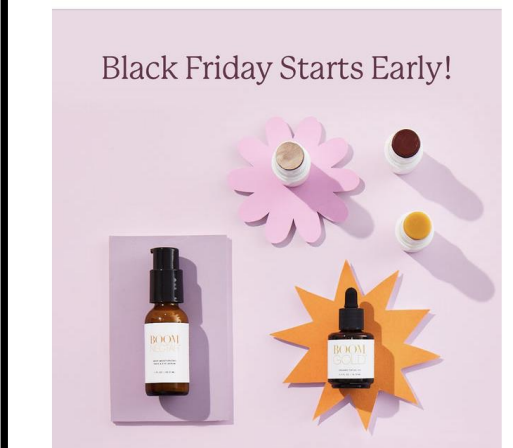
COMING SOON

WWW.BOOMBYCINDYJOSEPH.C...
Sign Up To Be First
By getting on our early bird list yo... [LEARN MORE](#)

👍👍👍 Nancy G... 245 Comments 72 Shares

BOOM by Cindy Joseph
Sponsored · 🌟

🌟 This year, we're celebrating Black Friday early. 🌟 [...See More](#)



Black Friday Starts Early!

WWW.BOOMBYCINDYJOSEPH.C...
Sign Up To Be First
By getting on our early bird list yo... [LEARN MORE](#)

👍👍👍 Rane Peppard a... 5 Comments 8 Shares


ACTION ITEMS:

• Warm Up The Leads!

BOOM!
BY CINDY JOSEPH

FIRST LOOK

What's Coming This Holiday Season



SEE THIS FIRST

This holiday season, [we're doing something new.](#)

Something that's never been done before here at BOOM!

We know the holidays can be a challenge. This time of year brings joy and anticipation, **but it also brings self-reflection.**

This year, we want to celebrate all that, so we're introducing something new.

It's the idea of affirmations.

An affirmation is a positive, **empowering statement.** It's an expression of who you are and how you became the amazing woman you are today.

All season long, we'll introduce new affirmations to inspire and empower you throughout the holidays. [It's how we're celebrating you.](#)

We're also hosting our **biggest sale of the year**—with discounts on everything in our Boom store.

All this begins on Black Friday. We invite you to sign up now so you see this first.

YES PLEASE! I WANT IN

BOOM!
PRO-AGE REVOLUTION

It's about women. It's about beauty. It's about time.

TRAVEL TIPS: 5 WAYS TO USE BOOM ON YOUR NEXT VACATION


There's nothing quite like traveling, is there?

It's the fastest way we know to continually find new adventures, discover new things and reinvent yourself—year after year.

Before you head off on your next adventure, we have a few tips to help you pack light and look your best wherever you're traveling.

That includes our top picks for the "Best Travel Boom" to carry with you.

[Read on in today's post.](#)




READ THE BLOG POST

P.S. Traveling this holiday season? Stock up on all your Boom favorites before you travel during our biggest sale of the year.

[BE THE FIRST TO SEE THIS.](#)

BOOM!
BY CINDY JOSEPH



Did You Hear We're Doing This for Black Friday?

This year, we're doing something unusual for Black Friday. As you may have guessed, we're hosting [our biggest sale of the year.](#)

But that's not the unusual part.

Starting on Black Friday, we're also doing something we've never done before. **We're welcoming in the holiday season with new affirmations.**

You see, we often say here at BOOM! that your beauty comes from within. It's something our founder, Cindy Joseph, used to say all the time.

[This holiday season, we want to celebrate that beauty.](#) We want to celebrate you.

So we're giving you affirmations to **empower and inspire you** throughout the holidays.

Of course, we're also giving you discounts on everything in our Boom store to help you highlight your own beauty.

It all starts on Black Friday. We invite you to sign up now and see this first.

YES PLEASE! I WANT IN


P.S. This holiday season, we're also sharing never-before-seen makeup tutorials to give you brand new holiday looks.

[SIGN UP TO SEE THIS FIRST](#)

BOOM!
BY CINDY JOSEPH

A QUICK BOOM GUIDE

3 Tips for the Holidays



Thanks again for signing up! **We can't wait to show you everything we have planned.**

Remember, this all begins on Black Friday. We'll be sharing affirmations to give you a boost throughout the holiday season.

We're also hosting our biggest sale of the year.

Now, whether you're here for the sale or affirmations, we **have a few tips** to make the most of all this...

- **Tip #1: Daily Affirmations: Let them empower you.** The holidays can be challenging. The point of these affirmations is to inspire and empower you. So take a minute to think about each affirmation. Repeat it to yourself. See how it impacts you.
- **Tip #2: Start now: Tell yourself, "I'm amazing because _____."** Fill in the blank to remind yourself of one feature, attribute, experience, skill or talent that makes you feel amazing. (And keep repeating it to yourself.)
- **Tip #3: Holiday Sale: Choose what you love.** All our pro-age cosmetics and skin care are designed to bring out your natural beauty. But we suggest you choose what you love, what makes you feel beautiful.

Again, we'll be sharing daily affirmations here in your emails starting on Black Friday.

In the meantime, [check out our blog post below](#) for a few tips on how to value yourself more right now.

[READ THE BLOG POST](#)

BFCM: Running The Sale

Merchandising

September						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	
3:●	10:○	17:●	25:●			

October						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					
2:●	9:○	17:●	25:●			

November						
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		1	2	3	4	5
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			
1:●	8:○	16:●	23:●	30:●		

December						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
7:○	16:●	23:●	29:●			



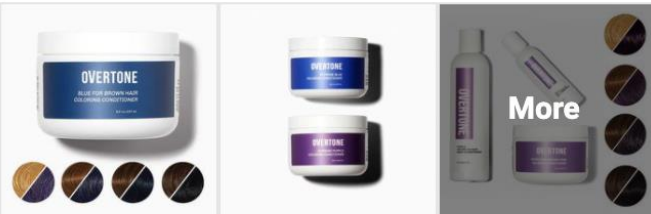
With a deal this big, there's no reason not to try that color out. Shop now & save on your favorite hair colors, accessories, ...See More

OVERTONE

40% OFF
YOUR NEW FAVORITE
HAIR COLOR

CODE: OMG40

Shop Our Cyber Week Sale Now



Ivy Valencia ... 8 Comments 6 Shares

oVertone
Award-Winning At Home Hair Color

OVERTONE

40% OFF

YOUR
NEW FAVORITE
HAIR COLOR

CODE: OMG40

Shop Now



Don't miss our biggest sale of the year. Get 40% off the color you've been dreaming of.



OVERTONE

40% OFF

YOUR
NEW FAVORITE
HAIR COLOR

CODE: OMG40

Shop Now. Save Big.

Cyber Week Sale

SHOP NOW

Ariel Hardy a... 2 Comments 6 Shares



Average order value over time

Print

Export

Save as

Jan 1, 2020–Sep 4, 2022

Monthly ▾

Average order value

\$60

\$40

\$20

\$0

Jan 2020

Apr 2020

Jul 2020

Oct 2020

Jan 2021

Apr 2021

Jul 2021

Oct 2021

Jan 2022

Apr 2022

Jul 2022



2019

- Orders: 28,394
- **Revenue: \$1,449,160**
- CVR: 7.7%

- **Promotions:**
 - 15% up to \$75
 - 25% off over \$75
 - New Product

2020

- Orders: 28,410
- **Revenue: \$1,625,934**
- Site CVR: 9.9%

- **Promotions:**
 - 20% up to \$75
 - 25% off over \$75
- New Product: Fader

2021

- Orders: 18,768
- **Revenue: \$711,830**
- Site CVR: 13.1%

- **Promotions:**
 - 50% off VIP
 - 40% off Sitewide

OVERTONE

BLACK SALE
FRIDAY SALE

20%
OFF

ORDERS UNDER \$75

USE CODE: BFF20

25%
OFF

ORDERS \$75+

USE CODE: BFF25

Overtone Merchandising

20% up to \$75

25% off over \$75

Early Bird pre-sale w/ Free Gift

Special Bundle + Order Bumps

Rotating Deal of The Day

Overtone Content Strategy

Product Call outs

Tik Tok Bar

Pre-Sells

Color Tutorials

LIMITED EDITION
**BOOM
BAG:**



Only available for the holidays:
Get all three Boomsticks, Boom Bright
and our new Boom Gloss in one bag.
(And the best savings of the year.)

**BIGGEST SALE
OF THE YEAR:**

Everything you love is 15% off
in the Boom store.



Swipe up
to shop
now!

**BOOMSTICK
TRIO:**

#1 Boom, 10 Years Running.

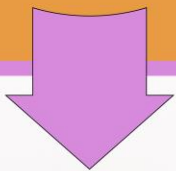


Create a natural look in five minutes
with these easy-to-use sticks.

#1 Most Popular Boom of All Time

BOOMSTICK TRIO

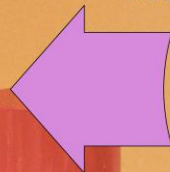
3 Sticks = Your natural look in five minutes or less.



#2 Gentle, Buildable Mascara for After 50

BOOM BRIGHT

As many coats as you like — without clumping, running, or flaking

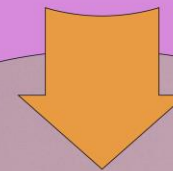


And...

#3 New! Grown-up Lip Gloss

BOOM GLOSS

No stickiness. Just a sophisticated shine for your 50s +.



FINALLY, A BROW PRODUCT
MADE FOR AFTER 50:

INTRODUCING NEW BOOM BROW



What Can Boom Brow do for you?



This lightweight shaping
mousse adds volume, shape
and definition to your brows.

With just one swipe, it easily
enhances your brow's shape
and definition.



Made with clean, gentle
ingredients, Boom Brow goes
on smooth for all-day comfort.



Each of its two versatile
colors gives you beautiful,
natural-looking brows.



See for yourself...

BOOM BROW:

For Naturally Beautiful Brows, Every Time.



Pre-order now for 15% off
during our holiday sale!

Swipe up for details.

Casual, Staying-in Look



1. Moisturize your face with Boomstick Glo.



2. Add Boomstick Color to the apples of your cheeks.



3. Add a touch of Boom Bright mascara.



4. Finish with Boom Gloss on your lips.

Natural, in-between Look



1. Moisturize your face with Boomstick Glo.



2. Dab Boomstick Color onto the apples of your cheeks, forehead and lips.



3. Apply Boomstick Glimmer to your eyelids.



4. Add a coat of Boom Bright mascara to your eyelids.



5. Complete your look with Boom Gloss on your lips.

Sophisticated, Night-on-the-town Look



1. Moisturize your face with Boomstick Glo.



2. Dab Boomstick Color onto the apples of your cheeks, forehead, neck and lips.



3. Add Boomstick Glimmer anywhere, including eyes and cheekbones.



4. Apply two or three coats of Boom Bright mascara.



5. Finish with Boom Gloss over Boomstick Color.

Last Sale of the Year at Boom!

You have one last chance to save 15%...



The Limited-edition Holiday Boom! Bag

This soon-to-be-discontinued Boom Bag gives you the best savings of the year on Boomsticks, Boom Bright mascara and Boom Gloss.



It's ONLY available until this sale ends on New Year's Eve.

REMEMBER:


When 2022 begins, this sale ends.



Don't wait. Shop with the code **NEWYEAR21** to save 15% now.

ACTION ITEMS:

- Decide Merchandising Strategy



Yay! We're So Excited You're Here!

Early Black Friday Sale: First Look

Our biggest discounts of the year.
A couple extra weeks to holiday shop.

That's just the beginning of what we have planned for Black Friday this year. As you know, we're starting this sale earlier than ever before.

This sale will start weeks before Thanksgiving.

We'll let you know the moment this Black Friday Sale begins, so you can shop first.

We also have a few surprises coming your way, so be sure to watch your email.

In the meantime, we'd love to hear from you.

What are you doing differently this year? How are you celebrating the holidays? Are you making new traditions?

Let us know below...

[FACEBOOK](#) [INSTAGRAM](#)

[f](#) [p](#) [i](#) [v](#)

NEW IN THE BOOM STORE

The Holiday Boom Bag!

This limited-edition Boom Bag is only available this holiday season.



Here's what's inside...

BFCM: Running the Sale

SALE FLOW

September						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
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11	12	13	14	15	16	17
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October						
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November						
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1:● 8:○ 16:● 23:● 30:●						

December						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
7:○ 16:● 23:● 29:●						



THE BASIC FLOW

Ads

Emails

Organic Social Posts

Early Black Friday Sale

MORE SAVINGS. MORE BOOM. MORE TIME TO SHOP.



NEW BOOM! BAG™ (Cosmetic)

Best Holiday Savings. Boomstick Trio, Boom Bright and Boom Gloss in one limited-edition bag.

SHOP NOW

ENJOY 15% OFF WITH CODE EARLY21

DAY 1 OF THE SAVINGS ENDS IN

07/24/18



Boomstick Trio

"Love Boomstick! If you have had mine, you look fabulous!"-PATRICIA B.

★★★★★

5

SEE OVER 30,000 REVIEWS

\$79 \$67.15

(You save \$11.85)

QUICK VIEW



Boomstick Color

"I really loved the way this came in a bag. I adore it!"-Lisa B.

★★★★★

5

SEE OVER 30,000 REVIEWS

\$28 \$23.80

(You save \$4.20)

QUICK VIEW



Boom Bright

"I really loved the way this came in a bag. I adore it!"-Martina Z.

★★★★★

5

SEE OVER 30,000 REVIEWS

\$27 \$22.95

(You save \$4.05)

QUICK VIEW



Boomstick

"Love, love, love! I've used it for two years. Keeps my skin soft and supple!"-Christa S.

★★★★★

5

SEE OVER 30,000 REVIEWS

\$44 \$37.40

(You save \$6.60)

QUICK VIEW

Holiday Offer Page

BOOM! BY CINDY JOSEPH

RETURN TO STORE

QUESTIONS? 929.266.2100

"Not exaggerating when I say these are the absolute best products I have ever used."
-JOJANNE A., BOOMSTICK TRIO CUSTOMER

BOOMSTICK TRIO

4.7 ★★★★★ SEE OVER 30,000 REVIEWS

MOST POPULAR: ALL THREE BOOMSTICKS, ONE PRICE

The Boomstick Trio is everything BOOM! stands for: it's simple, safe, cosmetics and skin care that allow your natural beauty to shine through. It's also really, really easy to use. In three easy-to-use, convenient Boomsticks. (Totally 3 grams for each Boomstick.)

\$79 ~~\$88~~ (8% SAVINGS)

1 ADD TO CART

100% NO-RISK MONEY BACK GUARANTEE

Your entire makeup bag, in three sticks

THREE LITTLE BOOMSTICKS CAN REPLACE EVERYTHING IN YOUR MAKEUP BAG.

Use these multitasking Boomsticks as your blush, eyeshadow, highlighter, moisturizer, cuticle cream, body cream, body butter, and much more. It all goes with these easy-to-use Boomsticks. (Perfect for traveling, too.)

Easily works for every woman's skin tone

EVERY BOOMSTICK IS DESIGNED FOR EVERY WOMAN, EVERY SKIN TONE.

No need to choose a color. Boomsticks are sheer enough to work with every purpose skin tone.

CLICK HERE TO FALL IN LOVE WITH OUR INGREDIENTS

Health. Vitality. Happiness. Joy.

RADIATE PURE JOY AND HAPPINESS WITH ONE QUICK, 5-MINUTE APPLICATION.

Every woman looks her best when she's happy. For that reason, all three Boomsticks are designed to give you that look of health, vitality, happiness and joy.

Start with Boomstick Go to moisturize your face with all-natural ingredients direct from the bees. Then apply Boomstick Color to your cheeks, forehead, neck, and décolleté to give yourself a look of excitement. Finally, add a little glamour to your skin with Boomstick Gloss.

This result? An all-natural look that shows off your unique beauty in less than 5 minutes.

\$79 (8% savings) ADD TO CART

Product Detail

It's about women. It's about beauty. It's about BOOM!™

CONTINUE SHOPPING

QUESTIONS? 929.266.2100

Your Shopping Cart

Item ID	Item Name	Unit Price	Qty	Subtotal
BOOMSTICK COLOR	1.75 OZ	\$27.00	1	\$27.00
BOOM MIST	1.75 OZ	\$79.00	2	\$158.00

SUMMARY

SUBTOTAL \$185.00

UPGRADE NOW

UPGRADE CART

PayPal

CHECKOUT NOW

Upgrade Your Cart Now & Save!

BOOMSTICK TRIO

Be everything you want to be with everything you need in one place. This easy-to-use, convenient Boomstick Trio is everything you need in one place. This easy-to-use, convenient Boomstick Trio is everything you need in one place.

INCLUDES

- BOOMSTICK COLOR, 8 grams
- BOOMSTICK MIST, 8 grams
- BOOMSTICK GLO, 8 grams

\$88.00 \$79.00

Upgrade to BOOMSTICK TRIO

Shopping Cart

\$\$\$

2x Buyer Flow

Trigger: People will enter this flow when they Placed Order.

Flow Filter(s): Only include people if they have Placed Order equals 1 between dates 11/22/2018 and 12/24/2018.

Wait 3 days

3 Days After Purchase 1 - 00 [11/8 Holiday] 2x buyer #1 TEST: Thank! Now here's a gift for...

Wait 0 days

3 Days After Purchase 1 - 00 [11/8 Holiday] 2x buyer #2 TEST: Take 15% off your next order...

Wait 1 day

3 Days After Purchase 1 - 00

2x Buyer Flow

More savings, just for you. Take 20% off everything in our store.



USE THIS DISCOUNT

This holiday season, we're giving you more of everything you love.

That includes more Boom, more tips, more inspiration and more customer stories that inspire us here at BOOM! every day of the year.

It also includes more savings—just for you.

For the next three days, you have **an exclusive 20% discount to use** in our Boom store. It's our way of



Our Holiday Sale is *here!*

THIS SEASON, CELEBRATE THE WOMEN IN YOUR LIFE!
ADD SOME BOOM TO THEIR HOLIDAYS WITH 10% OFF
OUR ENTIRE STORE.

[SHOP NOW](#)

What a great time of year to show the
women in your life you are paying
attention!

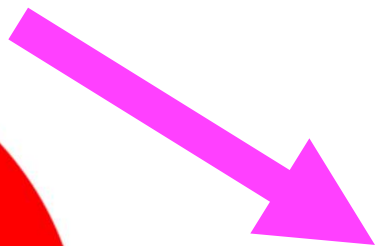
IF THEY ARE NOT ALREADY BOOMED, TURN THEM ON TO
BOOM! OUR PRODUCTS ARE PARED DOWN, SIMPLE TO
USE, SAFE, PURE AND SUSTAINABLE.

For an extra 5% OFF,
choose from our line of
beautiful Boom Bags!



★ REVIEWS

For an extra 5% OFF,
choose from our line of
beautiful Boom Bags!



Basic Boom Bag

BOOMSTICK TRIO
BOOMSILK 4OZ
BOOM MASK 4OZ

RETAIL PRICE: \$171.00
BOOM BAG PRICE: \$162.45

[SHOP NOW](#)



Complete Boom Bag

BOOMSTICK TRIO
BOOMSILK 4OZ
BOOM COTTON 2OZ
BOOM MASK 4OZ
BOOM TOUCH 2OZ

RETAIL PRICE: \$231.00
BOOM BAG PRICE: \$219.45

[SHOP NOW](#)



Skin Care Boom Bag Deluxe

BOOMSTICK GLO
BOOMSILK 4OZ
BOOM COTTON 2OZ
BOOM MASK 4OZ
BOOM NECTAR

RETAIL PRICE: \$208.00
BOOM BAG PRICE: \$197.60

[SHOP NOW](#)

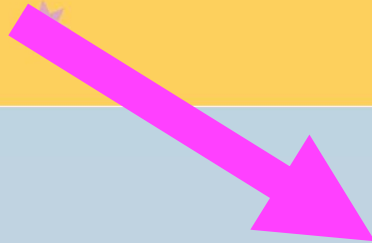


Skin Care Boom Bag

BOOMSTICK GLO
BOOMSILK 4OZ
BOOM COTTON 2OZ
BOOM MASK 4OZ



**Best savings: 10% off our
already discounted Boom Bags**



Boom! Bag™ (Basic)

Just the basics, in one bag. (Plus 10% off its already discounted price.)

4.8 ★★★★★

~~\$171.95~~ **\$154.75**

(You save: \$17.20)

[SHOP NOW](#)



Boom! Bag™ (Plus)

All the Boom you love in one bag. (And don't forget the extra savings.)

4.8 ★★★★★

~~\$286.90~~ **\$258.21**

(You save: \$28.69)

[SHOP NOW](#)



Boom Clean

Soften your skin while you remove your makeup with this gentle cleanser.

4.8 ★★★★★

~~\$34~~ **\$30.60**

(You save: \$3.40)

[SHOP NOW](#)

THE OFFER PAGE



Boomstick Trio

"Love Boomsticks! If you have two minutes, you look fabulous."—Patricia B.

★★★★★ 5

~~\$79~~ **\$67.15**
(You save \$11.85)

QUICK VIEW



Boomstick Color

"Best cosmetic I've purchased in a long time. I adore it!"—Lisa B.

★★★★★ 5

~~\$28~~ **\$23.80**
(You save \$4.20)

QUICK VIEW



Boom Bright

"I finally found the only mascara I'll ever use! Love, love, love it!"—Marianna Z.

★★★★★ 5

~~\$27~~ **\$22.95**
(You save \$4.05)

QUICK VIEW



Boomsilk

"Love, love, love! I've used it for five years. Keeps my skin soft and supple."—Sheila S.

★★★★★ 4.9

~~\$44~~ **\$37.40**
(You save \$6.60)

QUICK VIEW



Boom Gloss

"Best lip gloss! Love the smell, love the feel



Boomstick Glimmer

"I'm 52 and this is my favorite highlighter. I



Boomstick Glo

"I simply love the dewy look I now have on

- Rotating Hero
- Johnson Box
- Timer
- 2 Column / 3 Column
- Bundles
- Product Highlights
- Badging
- USP's+Ownership Benefits
- Social Proof / Hover
- Stars + Discount + CTA
- Guarantee
- Carousel

DAY 1 OF THIS SAVINGS ENDS IN

07:24:08

Enjoy 15% off with code **EARLY21**

Early Black Friday Sale

MORE SAVINGS. MORE BOOM!
MORE TIME TO SHOP.



NEW BOOM! BAG™ (Cosmetic)

Boomstick Trio, Boom Bright and Boom Gloss in one limited-edition bag.

[QUICK VIEW](#)



Boomstick Trio

"Love Boomsticks! If you have two minutes, you'll look fabulous."
—Patricia B.



Boomstick Color

"Best cosmetic I've purchased in a long time. I adore it!"
—Lisa B.



Boom Bright

"I finally found the only mascara I'll ever use! Love, love, love it!"
—Marianna Z.

~~\$27~~ **\$22.95**
(You save \$4.05)

[QUICK VIEW](#)



Boomsilk

"Love, love, love! I've used it for five years. Keeps my skin soft and supple."
—Sheila S.

~~\$44~~ **\$37.40**
(You save \$6.60)

[QUICK VIEW](#)



Boom Gloss

"Best lip gloss! Love the smell, love the feel —not sticky, it's perfect."
—Jackie J.

~~\$24~~ **\$20.40**
(You save \$3.60)

[QUICK VIEW](#)



Boomstick Glimmer

"I'm 52, and this is my favorite highlighter."



Boomstick Glo

"I simply love the dewy look I now have on."



Boom Bag™ (Basic)

Simplify your routine with Boomstick Trio, Boomsilk and Boom Nectar in one bag.

~~\$171.95~~ **\$156.16**
(You save \$25.79)

[QUICK VIEW](#)



Boom Gold

"Crown jewel of the Boom line! The most amazing oils nourish your skin!"
—Deborah C.

~~\$54~~ **\$45.90**
(You save \$8.10)

[QUICK VIEW](#)



Boom Nectar

"I can't imagine using anything else on my face. None can compare!"
—Robbie-Jo H.

~~\$58~~ **\$49.30**
(You save \$8.70)

[QUICK VIEW](#)



Boom Clean

"Love this cleanser. My face feels so soft."



Boom Scrub

Best scrub I've ever used. Gentle on my pores!"

Boom Clean
"Love this cleanser. My face feels so soft. And it smells heavenly!"
—Margie L.

~~\$34~~ **\$28.90**
(You save \$5.10)

[QUICK VIEW](#)

Boom Scrub
Best scrub I've ever used. Gentle on my skin but works into my pores!"
—Crystal B.

~~\$48~~ **\$40.81**
(You save \$7.19)

[QUICK VIEW](#)



Boom Bag™ (Plus)
Upgrade your Boom experience with six Boom favorites in one bag.

~~\$286.90~~ **\$243.87**

(You save \$43.03)

[QUICK VIEW](#)



Boom Calm

"Softest, lightest moisturizer I've ever used. My go-to after sun or wind."
—Kimberly M.

~~\$44~~ **\$37.40**
(You save \$6.60)

[QUICK VIEW](#)



Organic Cotton Bags

Perfect for carrying your Boom for the holidays! (Two bags for one price.)

~~\$10~~ **\$8.50**
(You save \$1.50)

[QUICK VIEW](#)

Free Lip Gloss for Black Friday

GET 15% OFF AND A FREE LIP GLOSS
EACH TIME YOU SHOP

SHOP NOW



15% OFF
WITH CODE
BOOM22

DAY 1 OF THIS
SAVINGS ENDS IN

07:24:08

NEW HOLIDAY BOOM BAG

Best savings: Boomstick Rose Nude, Boom Bright, Boom Brow and Boom Gloss in one Boom Bag. (Plus, get an extra Boom Gloss with your order—free.)

~~\$105~~ (Price for all items in bag)
~~\$99.75~~ (5% Boom Bag discount)
\$84.79 (15% holiday discount)
(You save \$20.21)

SHOP NOW



Holiday Boom Bag™

~~\$105~~ (Price for all items in bag)
~~\$99.75~~ (5% Boom Bag discount)
\$84.79 (15% holiday discount)
(You save \$20.21)

SHOP NOW

(Best savings for the holidays.)



Boom Bag™ (Basic)

~~\$181~~ (Price for all items in bag)
~~\$171.95~~ (5% Boom Bag discount)
\$146.16 (15% holiday discount)
(You save \$34.84)

SHOP NOW

(Best savings for the holidays.)



Boom Bag™ (Plus)

~~\$302~~ (Price for all items in bag)
~~\$286.90~~ (5% Boom Bag discount)
\$243.86 (15% holiday discount)
(You save \$58.14)

SHOP NOW

(Best savings for the holidays.)



NEW HOLIDAY BOOM BAG

Best savings: Boomstick Rose Nude, Boom Bright, Boom Brow and Boom Gloss in one Boom Bag. (Plus, get an extra Boom Gloss with your order—free.)

~~\$105~~ (Price for all items in bag)
~~\$99.75~~ (5% Boom Bag discount)
\$84.79 (15% holiday discount)
(You save \$20.21)

SHOP NOW



Boomstick Trio®

~~\$84~~ **\$67.15**
(You save \$16.85)



SHOP NOW




Boomstick Color®

~~\$28~~ **\$23.80**
(You save \$4.20)

SHOP NOW

SHOP FAQ ABOUT BLOG **OVERTONE** [VIEW THE LIST](#)  

01 DAYS **01** HOURS **01** MINUTES **01** SECONDS



BLACK FRIDAY SALE

20% OFF ORDERS UNDER \$75
USE CODE: BFF20

25% OFF ORDERS \$75+
USE CODE: BFF25


BLACK FRIDAY EXCLUSIVE OFFERS

Basics Mini Set

Set \$40

Use a code on top of this 4-pack of our most popular Basics for even more savings!

[SHOP NOW](#)





Extreme Mini Set







Set \$40


Enjoy extreme savings and Extreme hair color with our brightest 4-pack ever.

[SHOP NOW](#)






Best Sellers  Best Sellers  Best Sellers  Best Sellers  Best Sellers  Best Sellers 




Purple For Brown Hair
Healthy Color Duo

[SHOP NOW](#)




Ginger
Healthy Color Duo

[SHOP NOW](#)



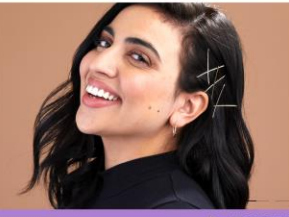
Rose Gold
Healthy Color Duo

[SHOP NOW](#)



Pastel Purple
Healthy Color Duo

[SHOP NOW](#)



Basics Coloring Conditioners

This line is anything but basic. Experience rich, natural hair color with our Basics Coloring Conditioners. From classic shades to amplified traditional hues, enhance your look while staying au naturel.

[LEARN MORE](#)


MORE EXCLUSIVES!

The Fader + Remedy Set


Set \$40

Gently fade hair color with the cleansing power of The Fader Clarifying Shampoo. Follow up with The Remedy to add rich hydration and protect your locks from damage.

[SHOP NOW](#)



DAYS HOURS MINUTES SECONDS



BLACK FRIDAY SALE

20% OFF ORDERS UNDER \$75
USE CODE: BFF20

25% OFF ORDERS \$75+
USE CODE: BFF25

BLACK FRIDAY EXCLUSIVE OFFERS

Basics Mini Set



Use a code on top of this 4-pack of our most popular Basics for even more savings!



**Order Bump = On Page Upsell or Cross Sell
used to maximize Average Order Value.**



Super Mullet Wig

~~\$38.00~~ **\$24.00**
(You Save \$14.00 37%)

Qty: Color:

Select A Wig Cap For A Better Fit

Select Your Cap
Add A Wig Cap(+\$4.00)



add to cart

[Click to enlarge](#)



Scary Clown Wig

~~\$31.00~~ **\$19.99**
(You Save \$11.01 36%)

Qty: Color:

Select A Wig Cap For A Better Fit

Select Your Cap
Add A Wig Cap(+\$4.00)

add to cart

[Click to enlarge](#)

Like 0 G+ 1 Tweet Pin it



Pink Troll Wig

~~\$36.00~~ **\$18.99**
(You Save \$17.01 47%)

Qty: Color:

Add Fake Eyelashes:

Select A Wig Cap For A Better Fit

Select Your Cap
Add A Wig Cap(+\$4.00)

add to cart

[Click to enlarge](#)



Discount Bargain Elvis Wig

~~\$28.00~~ **\$21.00**
(You Save \$7.00 25%)

Qty: Comes In Color Shown:

Select A Wig Cap For A Better Fit

Select Your Cap
Add A Wig Cap(+\$4.00)

add to cart

[Click to enlarge](#)



Pre Purchase “Bump Cross Sell” Using Pricing Tiers

CHOOSE HOW MANY JARS YOU WOULD LIKE

1 JAR

USDA Certified Organic
Face and Eye Cream
Sensitive Collection



~~\$39.95~~ \$35.00
12% OFF!

BUY NOW!



2 JARS

USDA Certified Organic
Face and Eye Cream
Sensitive Collection



~~\$80.00~~ \$60.00
\$30 EACH!

BUY NOW!



BEST VALUE!

3 JARS

USDA Certified Organic
Face and Eye Cream
Sensitive Collection

Save 40%!



~~\$120.00~~ \$75.00
\$25 EACH!

BUY NOW!



“I get endless compliments on my skin!”
—Molly T., Boomsilk customer

MOST POPULAR MOISTURIZER: SMOOTH BOOMSILK OVER YOUR ENTIRE BODY.

Handmade with the purest ingredients Boomsilk is a luxurious, rejuvenating moisturizer you can smooth over your whole face and body to heal and protect your skin. Try Boomsilk today in three convenient sizes.

\$58.00

Select size:

8oz 4oz 2oz

ADD TO CART 1

Cust

Upsell To A Bundle

[i](#) You purchased this item on October 26, 2013.
[View this order](#)



Roll over image to zoom in

Rode Podcaster USB Dynamic Microphone

by Rode

★★★★☆ 66 customer reviews | 26 answered questions

Price: **\$229.00** ✓prime

[i](#) Get 10% back on amount charged to an Amazon Prime credit card. [Learn more](#)

[Call me](#) Speak with an Amazon Harmony associate to learn more about our discount codes on most brands excluding Bose [Call me](#)

- Amazon as the seller is the ONLY authorized Fulfilled By Amazon Dealer
- Purchases from unauthorized dealers carry No Warranty
- Broadcast sound quality; Tight Cardioid pattern for superior off axis sound rejection
- 28mm dynamic capsule
- 18-Bit Resolution, 8 - 48 kHz sampling
- Windows and Mac compatible

Share [✉](#) [f](#) [t](#) [p](#)

Buy New
\$229.00

✓prime

FREE Delivery by **Wednesday**
if you order within 2 hrs 34 mins.
[Details](#)

**Only 18 left in stock -
order soon.**

Ships from and sold by
Amazon.com. Gift-wrap available.

Qty:

Add a Protection Plan:

- 4-Year Accident Protection for \$55.10
- 3-Year Accident Protection for \$10.27

[Add to Cart](#)

[Buy Now](#)

[Turn on 1-Click ordering for this browser](#)

[Deliver to Ezra - New Paltz 12561](#)

Buy Used
\$169.78

Frequently bought together



Total price: **\$365.26**

[Add all three to Cart](#)

[Add all three to List](#)

[i](#) These items are shipped from and sold by different sellers. [Show details](#)

- This item:** Rode Podcaster USB Dynamic Microphone **\$229.00**
- Rode PSM 1 Shockmount For Podcaster **\$39.00**
- RODE PSA1 Swivel Mount Studio Microphone Boom Arm **\$97.26**



Milky Jelly Cleanser

One face wash to rule them all.

This is the ultimate daily face wash: use on dry skin to dissolve away makeup and grime, or on wet skin as you start your day. The pH-balanced, creamy gel formula is made with a blend of five skin conditioners so your face is left feeling healthy and soft, never tight. Its cleansing power comes from the same gentle cleaning agents found in contact lens solution, so it's tough on impurities and still safe to use on your eyes. You'll see.

Select your size: **Full-size**

- Full-size** 6 fl oz / 177 ml
- Mini** 2 fl oz / 60 ml

- 1 + **ADD TO BAG** | **\$18**

Or save \$12 by getting the full-size in the [Phase 1 Set](#)—the essentials for happy, hydrated skin.



Use Pre-Purchase Upsells

BOOM!
BY CINDY JOSEPH




"There couldn't be a product line that's more befitting of me. Pure, natural. I love the idea that there's one moisturizer that I can use from head to toe. How convenient! I don't have to have 16 bottles on my countertop. And the trio is fantastic! I can literally get rid of everything else that I'm using. So it's fantastic! What a life changer."

—Hillary B., Boom customer

It's about women. It's about beauty. It's about time.


Why Not Try Our Other Popular Items?




★★★★★ 4.8 **Best Seller**
Boom Bright
\$27.00
"I just LOVE it. My eyelashes have never looked better!"

Add to Order

100% Money Back Guarantee







★★★★★ 4.8 **New Item**
Boom Gloss
\$24.00
"Moisture AND shine?! Yes, please! I'm LOVING Boom Gloss!"

Add to Order

100% Money Back Guarantee





★★★★★ 4.7
BOOMSILK

Decline this offer **Continue**



LOG IN



CART

QUESTIONS? 929.266.2100

SUBTOTAL

\$28.00

UPDATE CART

SUBTOTAL: \$28.00

CHECKOUT NOW

Secure Payments By
PayPal VISA MASTERCARD DISCOVER

NO PAYPAL ACCOUNT NEEDED!

Customer Service

Only \$24.60 away from free shipping!
Why not add some of our Best Sellers?



Hair Color Starter Kit

~~\$38.00~~ **\$30.40** (20% Savings)

Contains: Includes 1x Mixing Bowl, 1x Tint Brush, 4x Alligator Clips, and one pair of Reusable Gloves.

Add to Order (1) X



★★★★★ 4.3 Best Seller

Hair Color Brush

\$8.00

Perfect For: Mixing and applying hair color

Add to Order



★★★★☆ 4.0 Best Seller

oVertone Color Mixing Bowl

\$12.00

Perfect For: Creating custom oVertone colors

Add to Order



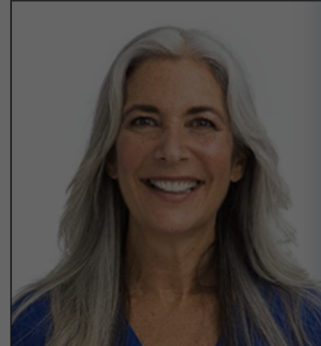
Decline this offer

Continue

Pre-Purchase Upsell Offer Active

Add to Order (Multi)		Views	Conversion	Total \$	\$ / Visit	...
1	BOOM BRIGHT™	2,433	3.16%	\$2,043.26	\$0.84	...
2	BOOM CALM	2,389	1.88%	\$1,949.20	\$0.82	...
3	BOOMSILK	2,043	1.08%	\$1,310.80	\$0.64	...
4	BOOMSTICK ROSE NUDE™	1,625	8.25%	\$3,710.94	\$2.28	...

Use Pre-Purchase Upsells




"There couldn't be a product line that's more befitting of me. Pure, natural. I love the idea that there's one moisturizer that I can use from head to toe. How convenient! I don't have to have 16 bottles on my countertop. And the trio is fantastic! I can literally get rid of everything else that I'm using. So it's fantastic! What a life changer."

—Hillary B., Boom customer

Add Our New Most Popular Product? ✕

Add Boom Gloss to your order now!



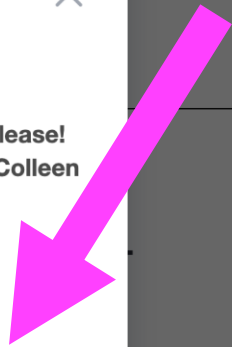
"Moisture AND shine?! Yes, please! I'm LOVING Boom Gloss!" — Colleen T.

\$24.00

— 1 +

Add to order

Decline this offer



SUBTOTAL

\$27.00

UPDATE CART

SUBTOTAL: \$27.00

CHECKOUT NOW

Secure Payments By **PayPal** VISA MasterCard DISCOVER NO PAYPAL ACCOUNT NEEDED!




It's about women. It's about beauty. It's about time.™



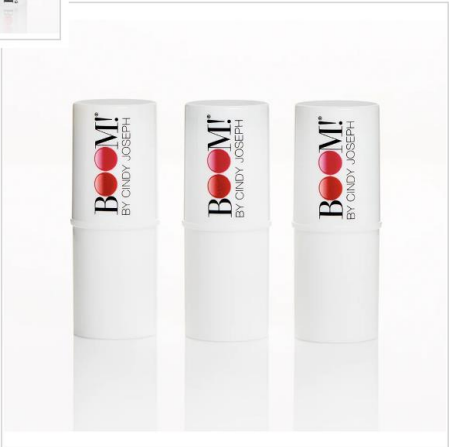
"Heavy makeup just wasn't working for me anymore. Too heavy, too much of a made-up look. I was looking for products that I felt good wearing, and that's what I found with the Boom products. I really love them."

—Sandy Berg, Boom Ambassador

Upgrade Your Cart Now & Save ✕



This Product Will Replace:
BOOMSTICK GLO



Upgrade to a BOOMSTICK TRIO!
Get All 3 Sticks and **Save \$5** (that's a 6% Savings!)

\$79.00

Upgrade order

Decline this offer

SUBTOTAL

\$28.00

UPDATE CART

SUBTOTAL: \$28.00

CHECKOUT NOW

Secure Payments By **PayPal** VISA MasterCard DISCOVER

NO PAYPAL ACCOUNT NEEDED!

Chat with us!

ACTION ITEMS:

- Build Offer Page w/ Order Bumps & Upsells

DAY 1 OF THIS SAVINGS ENDS IN ✕
07:24:08

Enjoy 15% off with code **EARLY21**

Early Black Friday Sale

MORE SAVINGS. MORE BOOM.
MORE TIME TO SHOP.



NEW BOOM! BAG™ (Cosmetic)

Boomstick Trio, Boom
Bright and Boom
Gloss in one limited-
edition bag.

[QUICK VIEW](#)



Boomstick Trio

"Love Boomsticks! If
you have two minutes,



Boomstick Color

"Best cosmetic I've
purchased in a long

BFCM: Running The Sale

THE ADS

September						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	
3:●	10:○	17:●	25:●			

October						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					
2:●	9:○	17:●	25:●			

November						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			
1:●	8:○	16:●	23:●	30:●		

December						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
7:○	16:●	23:●	29:●			

VIDEO AD



BOOM by Cindy Joseph
Written by Boris Shekeloff [?] · December 13, 2017 ·

🎉 Our Sale is BOOMING (Don't Miss Out!)
Shop Now ==> <https://www.boombycindyjoseph.com/pages/holiday-2017>

Take 10% OFF our entire store and an extra 5% OFF our holiday Boom Bags.
Use coupon code "BF17" *Limited Time Only

BOOM!
BY CINDY JOSEPH

Say Hello to the Holidays

WWW.BOOMBYCINDYJOSEPH.COM

Black Friday Sale — Up to 15% Off Storewide [Shop Now](#)

Paired down, simple to use and sustainable.

3,648 People Reached 8 Engagements 21 Clicks

HOLIDAY SALES PAGE

Our Holiday Sale is here!

THIS SEASON CELEBRATE THE WOMEN IN YOUR LIFE! ADD SOME BOOM TO THEIR HOLIDAYS WITH 15% OFF OUR ENTIRE STORE.

[SHOP NOW](#)

What a great time of year to show the women in your life you are paying attention!

IF THEY ARE NOT ALREADY BOOMED, TURN THEM ON TO BOOM!
OUR PRODUCTS ARE PAID-DOWN, SIMPLE TO USE, SAFE, PURE AND SUSTAINABLE.

For an extra 5% OFF, choose from our line of beautiful Boom Bags!

Page 1 / 2

Skin Car Boom Bag

BOOMSTICK 40Z
BOOM MASK 40Z
BOOM SILK 40Z

~~RETAIL PRICE: \$154~~
BOOM BAG PRICE: \$146.50

[SHOP NOW](#)

Basic Boom Bag

BOOMSTICK 40Z
BOOM MASK 40Z
BOOM SILK 40Z

~~RETAIL PRICE: \$171~~
BOOM BAG PRICE: \$162.45

[SHOP NOW](#)

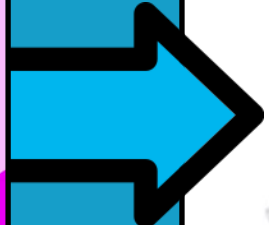
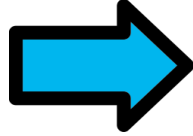
Complete Boom Bag

BOOMSTICK 40Z
BOOM MASK 40Z
BOOM SILK 40Z
BOOM TOUCH 20Z

~~RETAIL PRICE: \$219~~
BOOM BAG PRICE: \$219.45

[SHOP NOW](#)

USE COUPON CODE HOLIDAY17 AND SAVE AN ADDITIONAL 5% (LIMITED TIME)



It's about women. It's about beauty. It's about time.™

BOOM!
BY CINDY JOSEPH

← RETURN TO STORE

LOG IN CART

QUESTIONS? 929.266.2100

Boomstick Trio

MOST POPULAR: ALL THREE BOOMSTICKS, ONE PRICE

The Boomstick Trio is everything BOOM! stands for. It's simple, safe cosmetics and skin care that allow your natural beauty to shine through. It's also many, many beauty products in three easy-to-use, convenient Boomsticks. (Using Boomstick Color and Boomstick Glow are a slim 7 grams, while Boomstick Glimmer is 8 grams.)

\$76 (a 6% savings)

[ADD TO CART](#)

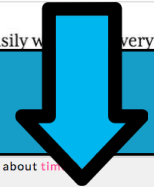
100% NO-RISK MONEY BACK GUARANTEE

Your entire makeup bag, in three sticks

THREE LITTLE BOOMSTICKS CAN REPLACE EVERYTHING IN YOUR MAKEUP BAG.

Use these multitasking Boomsticks as your blush, lipstick, eyeshadow, highlighter, moisturizer, cuticle cream, body cream, body lotion, and much more. It's all yours with three easy-to-carry Boomsticks. (Perfect for traveling light.)

Easily w... every



It's about women. It's about beauty. It's about time.™

BOOM!
BY CINDY JOSEPH

← CONTINUE SHOPPING

LOG IN CART

QUESTIONS? 929.266.2100

Your Shopping Cart Items (1)

	Unit Price	Qty	Subtotal
BOOMSTICK TRIO X REMOVE	\$76.00	1	\$76.00

SUMMARY

SUBTOTAL \$76.00

[CHECKOUT NOW!](#)

[UPDATE CART](#)

Upgrade Your Cart Now & Save!

UPGRADE TO A BOOM BAG!

Our BASIC BOOM BAG has BOOMSTICK TRIO in it - Stick to the basics: Enjoy clearer, softer, and more beautiful skin with our most pared-down bag.

INCLUDES

- BOOMSTICK TRIO
- BOOM MASK 40z
- BOOM SILK 40z

\$171.00 \$162.45

[Upgrade to BASIC BOOM BAG](#)

SHOPPING CART

"A friend told me BOOM! was all the makeup I would ever need. I can't believe she was right. I absolutely LOVE these so much, I just bought a set for my Mom. Highly recommend!!!!!"
— Angie R.

PRODUCT OFFER PAGE



BOOM!

BOOM by Cindy Joseph

Sponsored · 🌐



♥️ BOOMSTICK TRIO: Your entire makeup bag in just three sticks. ♥️

...See more



boombycindyjoseph.com

Our Biggest Sale Ending Soon!

Shop now

AD TIPS

Multi-Channel Re-Marketing
Retarget Viewers and Visitors

USE VIDEO AND IMAGE!

Most LOWER Top-Line

Separate Ad Sets For Audience Type

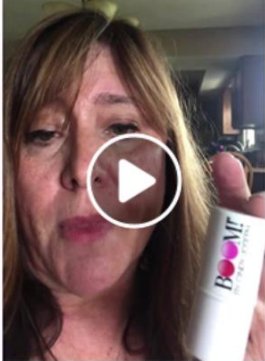
Ads For Every Sub Campaign

Visited Sale and Did Not Buy (Testimonials)

BOOM by Cindy Joseph
Sponsored · 🌐

15% OFF New Holiday Bundles.
📍 While Supplies Last! 📍

Shop Now ==> [https://www.boombycindyjoseph.com/pages/holiday-2017 ...](https://www.boombycindyjoseph.com/pages/holiday-2017...)
See More



WWW.BOOMBYCINDYJOSEPH.COM

Don't Miss The Sale — Up to 15% Off Storewide 🎉 [Shop Now](#)


Paired down, simple to use and sustainable.

👍❤️😄 115 8 Comments 12 Shares 193K Views

BOOM by Cindy Joseph
Sponsored · 🌐

15% OFF New Holiday Bundles.
📍 While Supplies Last! 📍

Shop Now ==> [https://www.boombycindyjoseph.com/pages/holiday-2017 ...](https://www.boombycindyjoseph.com/pages/holiday-2017...)
See More



WWW.BOOMBYCINDYJOSEPH.COM

Don't Miss The Sale — Up to 15% Off Storewide 🎉 [Shop Now](#)


Paired down, simple to use and sustainable.

👍❤️😄 Diann Karpe Riley, Nancy Sheets and 98 others 9 Comments 8 Shares

BOOM by Cindy Joseph
Sponsored · 🌐

15% OFF New Holiday Bundles.
📍 While Supplies Last! 📍

Shop Now ==> [https://www.boombycindyjoseph.com/pages/holiday-2017 ...](https://www.boombycindyjoseph.com/pages/holiday-2017...)
See More



WWW.BOOMBYCINDYJOSEPH.COM

Don't Miss The Sale — Up to 15% Off Storewide 🎉 [Shop Now](#)

Paired down, simple to use and sustainable.

Ads For Every Sub-Campaign!

Sponsored · 🌐

🔔 Our Sale is BOOMING (Don't Miss Out!)
Shop Now ==> <https://www.boombycindyjoseph.com/pages/holiday-2017>
Take 10% OFF our entire store and an extra 5% OFF our holiday Boom Bags....
[See More](#)




Black Friday
Sale Starts
Now!


WWW.BOOMBYCINDYJOSEPH.COM

Black Friday Sale — Up to 15% Off Storewide 📍 [Shop Now](#)

Paired down, simple to use and sustainable.

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Take 10% OFF our entire store and an extra 5% OFF our holiday Boom Bags....
[See More](#)




SHOP
CYBER MONDAY


WWW.BOOMBYCINDYJOSEPH.COM

Black Friday Sale — Up to 15% Off Storewide 📍 [Shop Now](#)

Paired down, simple to use and sustainable.

 **BOOM by Cindy Joseph**
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🎉 Our Sale is BOOMING (Don't Miss Out!)
Shop Now ==> <https://www.boombycindyjoseph.com/pages/holiday-2017>
Take 10% OFF our entire store and an extra 5% OFF our holiday Boom Bags....
[See More](#)




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Black Friday Sale — Up to 15% Off Storewide 📍 [Shop Now](#)

Paired down, simple to use and sustainable.

 **BOOM by Cindy Joseph**
Sponsored · 🌐

🎉 Our Sale is BOOMING (Don't Miss Out!)
Shop Now ==> <https://www.boombycindyjoseph.com/pages/holiday-2017>
Take 10% OFF our entire store and an extra 5% OFF our holiday Boom Bags....
[See More](#)



SHOP
CYBER MONDAY

WWW.BOOMBYCINDYJOSEPH.COM

Black Friday Sale — Up to 15% Off Storewide 📍 [Shop Now](#)

Paired down, simple to use and sustainable.



BOOM by Cindy Joseph

Sponsored · 🌐



❤️ NEW BOOM MAKEUP BAG... just in time for Black Friday ❤️

...See more



www.boombycindyjoseph.com

***NEW* Holiday Boom Bag: Get yours now!**

Shop now

👍❤️😂 Cathy ... 269 Comments 163 Shares

👍 Like 💬 Comment ➦ Share



BOOM by Cindy Joseph

Sponsored · 🌐



🔥 EARLY BLACK FRIDAY SALE IS HERE! 🔥

🔥 Sure, Black Friday may be weeks ...See more



www.boombycindyjoseph.com

Black Friday is here early!
Don't wait - shop now.

Shop now

👍❤️😂 Debbie D... 125 Comments 78 Shares



BOOM by Cindy Joseph

Sponsored · 🌐



🔔 BLACK FRIDAY SALE: It's happening now!

...See more



www.boombycindyjoseph.com

Black Friday is On *NOW*
No more waiting...

Shop now

👍❤️ Donna Berg a... 40 Comments 23 Shares



BOOM by Cindy Joseph

Sponsored · 🌐



🌸 FREE LIP GLOSS, ANYONE? 🌸

This week, we're giving you a free lip gloss when you buy any makeup or skincare in the Boom store. (One lip gloss per order.)

Want your free lip gloss? Check this out →
www.boombycindyjoseph.com/pages/shop-boom

BUY BOOM,
GET A FREE
GLOSS!



www.boombycindyjoseph.com
Get your free Boom Gloss™ here.

[Shop now](#)



BOOM by Cindy Joseph

Sponsored · 🌐



❤️ LOVE FREE STUFF? We're giving you a free lip gloss when the shop in the Boom store this week. Check it out:

www.boombycindyjoseph.com/pages/shop-boom

FREE LIP GLOSS!
(WITH EACH BOOM ORDER)



www.boombycindyjoseph.com
Boom is giving away lip gloss!

[Learn more](#)



BOOM by Cindy Joseph

Sponsored · 🌐



🔥 FREE LIP GLOSS: Last call to get yours! 🔥

It's the last day for this. Shop for anything in the Boom store today, and get a free Boom Gloss with each order.

But you have to hurry. This ends at midnight:
www.boombycindyjoseph.com/pages/shop-boom

FREE LIP GLOSS:
LAST CHANCE!



www.boombycindyjoseph.com
LAST CHANCE: Got Your Free Lip Gloss?

[Learn more](#)



BOOM by Cindy Joseph

Sponsored · 🌐



❤️ BOOMSTICKS: 15% OFF! ❤️

Our entire line of Boom makeup [...See more](#)

"I am 73 years old and I personally look amazing!"

—SHELLEY W., BOOMSTICK TRIO CUSTOMER



boombycindyjoseph.com

Cyber Monday is here!

Some items are selling out...

[Shop now](#)

👍❤️ Jane Leibowi... 33 Comments 14 Shares

👍 Like 💬 Comment ➦ Share



BOOM by Cindy Joseph

Sponsored · 🌐



❤️ 15% off all Boom. ❤️ No exceptions. ❤️ It doesn't get much better than this...

www.boombycindyjoseph.com/pag [...See more](#)

You won't see another Boom sale like this all year.

SHOP OUR BIGGEST SALE OF 2021...



www.boombycindyjoseph.com

15% off for Black Friday Weekend!

[Shop now](#)

👍❤️😱 Laurie Ma... 86 Comments 38 Shares

👍 Like 💬 Comment ➦ Share



BOOM by Cindy Joseph

Sponsored · 🌐



❤️ BLACK FRIDAY: 15% off everything at BOOM! ❤️

[...See more](#)

Black Friday Weekend at Boom!

IT DOESN'T GET MUCH BETTER THAN THIS...



www.boombycindyjoseph.com

15% off the entire store!

Discount Code: BOOM21

[Shop now](#)

👍❤️😂 Barbara T... 23 Comments 16 Shares

👍 Like 💬 Comment ➦ Share



BOOM by Cindy Joseph

Sponsored · 🌐



🔔 **NEW:** Introducing BOOM!'s very first brow cosmetic EVER 🔔

[...See more](#)

**15% OFF
NEW BOOM BROW**



www.boombycindyjoseph.com
**First Brow product ever at
BOOM!**

[Shop now](#)



BOOM by Cindy Joseph

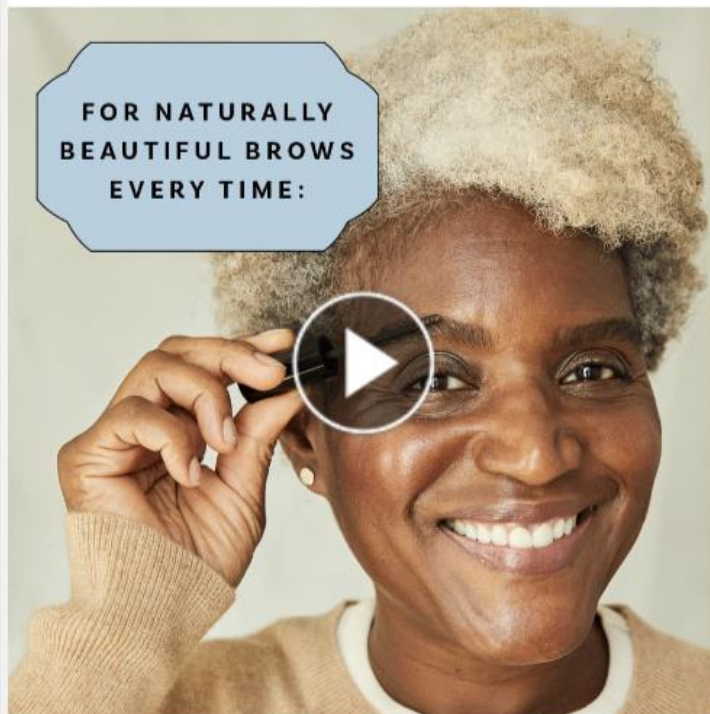
Sponsored · 🌐



❤️ **INTRODUCING THE NEW BOOM BROW!** ❤️

Finally, a cosmetic designed

[...See more](#)



www.boombycindyjoseph.com
**Finally, a brow product for
after 50!**

[Learn more](#)



Like



Comment



Share



BOOM by Cindy Joseph

Sponsored · 🌐



😍 **NEW:** Surprise! We have a new Boom in our holiday store! 😍

[...See more](#)

NEW



Introducing Boom Brow!

www.boombycindyjoseph.com

**Surprise! We have a new
Boom...**

[Learn more](#)



BOOM by Cindy Joseph

Sponsored · 🌐



💖 **BOOMSTICK TRIO:** Your entire makeup bag in just three sticks. 💖

[...See more](#)



boombycindyjoseph.com

Our Biggest Sale Ending Soon!

[Shop now](#)



BOOM by Cindy Joseph

Sponsored · 🌐



🌟 **BIGGEST SALE OF THE YEAR:** You inspired this... 🌟

[...See more](#)



boombycindyjoseph.com

Last Chance For 15% Off!
Don't wait, this sale is end...

[Learn more](#)



BOOM by Cindy Joseph

Sponsored · 🌐



FINAL CALL: Still want 15% off everything in the Boom store? This is your last chance.

[...See more](#)



boombycindyjoseph.com

Last call for 15% off Boom!
Code: NEWYEAR21

[Shop now](#)

BOOM!

BOOM by Cindy Joseph

Sponsored · 🌐



❤️ LOVE FREE STUFF? We're giving you a free lip gloss when the shop in the Boom store this week. Check it out:

www.boombycindyjoseph.com/pages/shop-boom

FREE LIP GLOSS!
(WITH EACH BOOM ORDER)



www.boombycindyjoseph.com

Boom is giving away lip gloss!

Learn more

Min. ASSETS YOU NEED:

Image + GIF Ad (FB+Insta Feed)

30-120 Second Vid. (Insta/FB Feed / YouTube — testimonial)

10-15 Second Vid (Story/ Pre-Roll)

Email Banner Image(s)

Sales Page Design (Zipify Pages)

Campaign Objective: Catalog Sales → DPA, DABA

Campaign details

Buying type

Auction

Campaign objective ⓘ

Catalog sales

Facebook Feeds

BOOM! **BOOM by Cindy Joseph** Sponsored · 🌐

★★★★★
3 Sticks, 40,000+ Five-Star Reviews

✓ Full Money Back & Satisfaction Guarantee!

THREE STICKS,
ONE FIVE-MINUTE
MAKEUP ROUTINE
FOR YOUR 50s+

100% Satisfaction

Shop now

BOOM! TRIO \$79

Like Comment Share

Products

Facebook Video f... Expand

BOOM! **BOOM by Cindy Joseph** Sponsored · 🌐

★★★★★
"I LOVE these Boomsticks!" ...See more

A few years ago


100% Satisfaction Guarantee! ✓

BOOMS \$79


Like Comment Share

ACTION ITEMS:

- Write Ads, Make Images, Build Campaign

 **BOOM by Cindy Joseph**
Sponsored · 🌐


🎉 Our Sale is BOOMING (Don't Miss Out!)
Shop Now ==> <https://www.boombycindyjoseph.com/pages/holiday-2017>
Take 10% OFF our entire store and an extra 5% OFF our holiday Boom Bags....
[See More](#)




SHOP
CYBER MONDAY

WWW.BOOMBYCINDYJOSEPH.COM
Black Friday Sale — Up to 15% Off Storewide 📍
Paired down, simple to use and sustainable.

[Shop Now](#)

 **BOOM by Cindy Joseph**
Sponsored · 🌐


🎉 Our Sale is BOOMING (Don't Miss Out!)
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Take 10% OFF our entire store and an extra 5% OFF our holiday Boom Bags....
[See More](#)




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Take 10% OFF our entire store and an extra 5% OFF our holiday Boom Bags....
[See More](#)



SHOP
CYBER MONDAY

WWW.BOOMBYCINDYJOSEPH.COM
Black Friday Sale — Up to 15% Off Storewide 📍
Paired down, simple to use and sustainable.

[Shop Now](#)

BFCM: Running The Sale

THE EMAILS

September						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	
3:●	10:○	17:●	25:●			

October						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					
2:●	9:○	17:●	25:●			

November						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			
1:●	8:○	16:●	23:●	30:●		

December						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
7:○	16:●	23:●	29:●			

Early
Black Friday:
It's Here!



SHOP NOW

🔥 We're not waiting... Early Black Friday Sale starts now! 🔥

The [biggest sale of the year is officially here!](#) And we're ready for you.

Everything in our entire store is 15% off today with the code EARLY21.

That includes [our already-discounted Boom Bags](#). (Hint: That's where you'll find the best savings for Early Black Friday—including our new, limited-edition Boom Bag.)

The Boom holiday store is open. Now, all we need is you.

Don't wait another second. Click below to shop our Early Black Sale now.

CHECK THIS OUT

More Savings. More Boom.
It All Starts Now.

Not sure where to begin? Here are our top picks for Early Black Friday...



Boomstick Trio®

Three sticks + Five minutes = Your natural look. (Still our customers' #1 favorite.)



Plan Peak Day Promos!

Thanksgiving Day

Black Friday

Cyber Monday

Green Monday

Free Shipping Day



New Holiday
Boom Bag:
Best Savings for
Early Black Friday

TRY IT NOW

Looking for the best savings for Early Black Friday? This is for you.

Early Black Friday has arrived! As of today, our entire store is 15% off. Just [shop with the code EARLY21](#) to save on all your Boom favorites.

But we have another surprise for you...

Starting today, we have a new, limited-edition Boom Bag that's only available for the 2021 holiday season.

Check out what's inside this new Holiday Boom! Bag...

- **Boomstick Trio**® - #1 Boom favorite of all time
- **Boom Bright**® - Best-selling mascara for your 50s, 60s and 70s+
- **Boom Gloss**™ - New lip gloss that's already getting rave reviews

Now you can try all three—and get the best savings of the year—when you order this new limited-edition Boom Bag for the holidays.

That's just ONE item that's on sale. Check out our holiday store for more savings on all the Boom you love.

Mini-Campaigns

Pre-Launch Early Bird

BCFM Sale Opener

Product Specific Call Outs

Bundle Call Outs

Shipping Deadline

Sale Deadline (etc.)

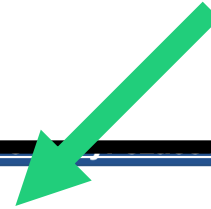
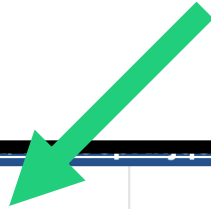
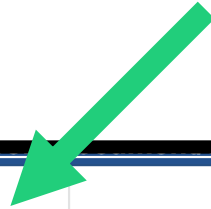
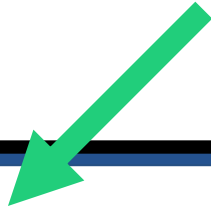
REMEMBER:
When 2022
begins,
this sale ends.



Don't wait. Shop with the code
NEWYEAR21 to save 15% now.

BOOM CAMPAIGN PHASES

- ❖ **Early Bird Dates: 11/16 - 11/23**
 - Tease biggest discounts of year
 - Tease new Boom (Holiday Bag)
 - Tease Free Boom (Gloss)
- ❖ **BFCM Dates: 11/25 - 11/28**
 - Free Gloss / Savings focus
 - Introduce Holiday Bag (+Extra Gloss)
 - Encourage early shopping / shipping
 - Holiday + Silver Coming Soon
- ❖ **Silver: Coming Soon - 11/30 - 12/3**
 - Holiday shopping + silver -
 - Silver: Coming Soon -
 - Holiday traveling + silver
- ❖ **Silver Launch Dates: 12/5 - 12/12**
 - All emails about silver
- ❖ **Rosy Glow Dates: 12/13 - 12/17**
 - All emails about Rose Nude + Rose Nude looks
 - Holiday Bag featuring Rose Nude
- ❖ **Holiday Glow Tutorials / Tips Dates: 12/19 - 12/24**
 - Ambassador / Boom tutorials for holiday looks
 - Ambassador / Boom tutorials for holiday self-care
- ❖ **New Years Dates: 12/26 - 12/31**
 - Free Gloss is back
 - Last call for discounts
 - Last call for Holiday Bag (+Extra Gloss)



Email Type	CAMPAIGN NAME	DATE	TIME	HEADLINE/SUBJECT	SEGMENTATION
	EARLY BLACK FRIDAY SALE	LINK: https://www.boombycin.dyjoseph.com/discount/EARLY21?redirect=%2fpages%2fholiday-20		2021 EBF	
Campaign	[2021 Holiday] EBF #1 - Earlybirds only	11/12/2021	7:15 AM	👏 Early Black Friday is	[2021 Holiday] EarlyBird List EXCLUDE: [2021 Holiday] EarlyBird List CAD
Campaign	[2021 Holiday] EBF #1 - CAD Earlybirds only	11/12/2021	7:15 AM	👏 Early Black Friday is here! (Shop first now)	[2021 Holiday] EarlyBird List CAD
Campaign	[2021 Holiday] EBF #2 - INTRO	11/12/2021	9:15:00 AM *gradual send	👏 EARLY BLACK FRIDAY: It starts now...👏	ALL ACTIVE SUBSCRIBERS EXCLUDE: ALL ACTIVE CANADIAN SUBSCRIBERS EXCLUDE: Buyers Last 7 Days
Campaign	[2021 Holiday] EBF #2 - INTRO CAD	11/12/2021	9:15:00 AM	👏 EARLY BLACK FRIDAY: It starts now...👏	ALL ACTIVE CANADIAN SUBSCRIBERS EXCLUDE: Buyers Last 7 Days
Campaign	[2021 Holiday] EBF #3 - Holiday Bag	11/12/2021	5:15 PM		NEW engaged + Browsing 09.2021 Window Shoppers EXCLUDE: Monthly Preference EXCLUDE: ALL ACTIVE CANADIAN SUBSCRIBERS EXCLUDE: Buyers Last 7 Days
Campaign	[2021 Holiday] EBF #3- CAD - Holiday Bag	11/12/2021	5:15 PM		CAD engaged + Browsing EXCLUDE: Purchasers last 7 days
Campaign	[2021 Holiday] EBF #4- More Inspiration	11/12/2021	9:15 PM		NEW engaged + Browsing 09.2021 Window Shoppers EXCLUDE: Monthly Preference EXCLUDE: ALL ACTIVE CANADIAN SUBSCRIBERS EXCLUDE: Purchased last 7 days
Campaign	[2021 Holiday] EBF #4- CAD - More Inspiration	11/12/2021	9:15 PM		CAD engaged + Browsing EXCLUDE: Purchasers last 7 days

CAMPAIGN NAME	DATE	TIME	HEADLINE/SUBJECT	SEGMENTATION
BROW LAUNCH with HOLIDAY	LINK: https://www.boombycin.dyjoseph.com/discount/HOLIDAY21?redirect=%2fpages%2fholiday-2021 LINK FOR BROW EMAILS: https://www.boombycin.dyjoseph.com/discount		Introducing BROW / HOLIDAY	
[2021 Holiday] BLH #1 Coming Soon: Boom Brow!	12/1/2021	7:15 AM	*NEW* Surprise! There's a new Boom coming... 🧑‍🦱	MAIN- engaged + Browsing 09.2021 Window Shoppers EXCLUDE: Monthly Preference
[2021 Holiday] BLH #2 So many "firsts" in one new Boom	12/3/2021	7:15 AM	*NEW BOOM* You've never seen anything like this... ❤️	MAIN- engaged + Browsing 09.2021 Window Shoppers EXCLUDE: Monthly Preference
[2021 Holiday] BLH #3 Brow Delayed	12/6/2021	2:00 PM	Looking for our new Boom? It's coming ASAP...	MAIN- engaged + Browsing 09.2021
[2021 Holiday] BLH #4 The "More" for Your Lips	12/6/2021	9:15 PM	5 tips = beautiful, luscious lips for the holidays	MAIN- engaged + Browsing 09.2021 Window Shoppers EXCLUDE: Monthly Preference EXCLUDE: BF Sale Buyers 2021
[2021 Holiday] BLH #5 Party Routine (New email to replace Gold/Nectar)	12/7/2021	7:15 AM	Before you leave for a holiday party, try this...	MAIN- engaged + Browsing 09.2021 Window Shoppers EXCLUDE: Monthly Preference EXCLUDE: BF Sale Buyers 2021
[2021 Holiday] BLH #6 The "More" for Your Eyes	12/8/2021	7:15 AM	Gorgeous eyes for the holidays in three steps... 🥰	MAIN- engaged + Browsing 09.2021 Window Shoppers EXCLUDE: Monthly Preference EXCLUDE: BF Sale Buyers 2021
[2021 Holiday] BLH #7 Brow: It's here	12/9/2021	7:15 AM	🧑‍🦱 ANNOUNCING: New Boom is here! 🧑‍🦱	ALL ACTIVE SUBSCRIBERS EXCLUDE: ALL ACTIVE CANADIAN SUBSCRIBERS EXCLUDE: SOLD OUT - BOOM NECTAR
[2021 Holiday] BLH #7 Brow: It's here & Nectar back in stock	12/9/2021	7:15 AM	🧑‍🦱 Boom Nectar is back! (+New Boom is here too) 🧑‍🦱	SOLD OUT - BOOM NECTAR

OVERTONE

SHOP ALL HAIR COLOR

SALE SALE SALE SALE SALE



FREE GIFT AT CHECKOUT

OVERTONE WRAPPED

A countdown highlighting the best oVertone color community content of 2022.

SHOP THE SALE

OVERTONE

SHOP ALL HAIR COLOR HAIR CARE

SALE SALE SALE SALE SALE SALE SALE



FREE GIFT AT CHECKOUT

START FRESH WITH NEW COLOR

20% OFF ORDERS UNDER \$75

USE CODE: NY20

25% OFF ORDERS \$75+

USE CODE: NY25

OVERTONE WRAPPED

This one broke the internet. Metrics: 947K views, 26K likes, 803 hours watched.

SHOP THE SALE



most viral video

OVERTONE

SHOP ALL HAIR COLOR HAIR CARE

SALE SALE SALE SALE SALE SALE SALE



RING IT IN

FREE GIFT AT CHECKOUT

20% OFF ORDERS UNDER \$75

USE CODE: NY20

25% OFF ORDERS \$75+

USE CODE: NY25

SHOP THE SALE

OVERTONE WRAPPED

We can't begin to express our gratitude for your continued support that allows us to make an impact in ways we never dreamed possible. Thank you for blessing our feed and hyping up our product, staff, and each other!

Kind people are our kind of people, and we only roll with the best.



"Whoever came up with the concept of this video deserves a raise."

@bodywiththea



"STAIHHP! Me screaming you shared my results 🥳🥳🥳 yes! It's Vibrant Magenta."

@nakita



"Still not over how much I love this color 🥰"

@kate

SHOP THE SALE

HAIR CARE

SALE SALE SALE

HAIR, YOU.

HAIR



FREE GIFT AT CHECKOUT

25% OFF ORDERS \$75+

USE CODE: NY25

ED



"My whole body was purple and it made my hair smell like toothpaste."

-Sarah

outrageous review

MULTIPLE MAILINGS PER DAY.

Nearly Double Revenue Every Day We Mailed 2-3x!

Deadlines Work.

We did about \$450k in extra revenue in the last few days from people who HAD NOT BOUGHT during the entire sale sequence up until that point.

**Don't Consider it a
“Done Deal” Once
Someone has Bought**

FEEL THE GLOW THIS SEASON WITH

20% Off the Entire Store

SHOP NOW

"Your features are perfect as they are. Try a makeup routine that allows your natural features to have a healthy and vibrant glow." —Cindy Joseph, Boom founder

Glowing, natural beauty.

That was Cindy Joseph's inspiration for our original three Boomsticks.

Today, over a decade later, this idea continues to inspire our makeup and skincare. We still design new Boom that give your natural features a "healthy and vibrant glow."

That includes everything you'll find in our Boom store.

For the next three days, you have a 20% discount to shop for any Boom you love.

It's our gift to thank you for shopping with us this holiday season.

You can use this discount to grab a few extra gifts for yourself or shop for anyone on your holiday list. (Or perhaps, both.)

However you'd like to use this discount...it's yours for the next three days.

Simply shop with the code **GIFT22-PREVIEW** and **you'll save 20% on everything in your cart today.** Enjoy!

SHOP NOW

NOW 20% OFF:

Your "Something New in the Boom Store"

SHOP NOW

Looking for something new?

Maybe you fell in love with your favorite Boom years ago—and you're looking to branch out.

Or maybe you're a new customer, who just shopped our store for the first time over the holidays. Now you're curious to try something else.

In any case, welcome! We're excited you're here.

We're thrilled you shopped with us this holiday season. As a thank you, **we're giving you 20% off your next Boom order.**

(That's the best savings you'll see anywhere for Boom! It's only available during the holidays for our best customers like you.)

You can use it to shop for anything in our store. That includes our newest Boom like...

- **For Naturally Beautiful Brows, Boom Brow™** — With a quick swipe, Boom Brow gives your thinning or unruly brows instant shape, color and definition.
- **For a Gentle Rosy Glow, Boomstick Rose Nude™** — Made with clean, vegan ingredients, this Boomstick creates a gentle rosy glow on your cheeks and lips.
- **For Short Lashes and Sensitive Eyes, Boom Bright™** — This no-clump mascara lengthens short, thinning lashes. It's gentle on sensitive eyes and skin.
- **For the Best Savings on It All, Holiday Boom Bag** — All this new Boom comes inside our Holiday Boom Bag. It's priced to give you an extra 5% savings.

Ready to try something new? Just use the code **GIFT22-PREVIEW** at checkout and **you'll save 20% on your entire order today.**

This discount expires tomorrow night at midnight (Pacific time).

Interested? We suggest you [shop now](#).

SHOP NOW

LAST CALL FOR BEST SAVINGS:

20% Off Ends at Midnight

SHOP NOW

🔥 Last chance: This is about to expire...

Right now, **you have a 20% discount on absolutely everything in the Boom store.**

This is the best savings you'll see anywhere for all your Boom favorites all year long.

It's our way of thanking you for being an amazing customer—and shopping with us this holiday season.

Want to use this? Just shop with the code **GIFT22-PREVIEW** right now and **we'll take 20% off everything in your Boom cart.**

It's as simple as that.

Fair warning: **This discount code expires at midnight tonight (Pacific time).**

Got any last-minute Boom items to pick up? **Now is the time.**

SHOP NOW

BEST SAVINGS FOR CUSTOMERS ONLY:

Your 20% Discount Ends Tonight

SHOP NOW

Hey Ezra,

This is only happening today...

Right now, the best discount of the year is waiting for you in the Boom store.

This is our gift to you. We want to thank you for shopping with us this holiday season and for inspiring everything we do all year long.

We can't tell you how much we appreciate customers like you.

To express our gratitude, we're giving you a discount you won't see anywhere else.

Here are the details...

From now through midnight, you can save 20% on everything you love in our store (or anything you'd like to try!).

You'll get this savings on your entire order today when you shop with the code **GIFT22-PREVIEW**.

But you need to hurry. This ends tonight at midnight (Pacific time).

Feel like Boom shopping? We suggest you move on this.

SHOP NOW

P.S. Need inspiration? Use this code for...

- ✓ New Boom you'd love to try
- ✓ Boom gifts for anyone you love
- ✓ Long-time Boom favorites
- ✓ Any Boom that's running low
- ✓ Boom Bags, for extra savings
- ✓ Holiday Boom Bag, while it's still here

Remember this expires at midnight. [Go here to shop now.](#)



Best Holiday Savings:
20% Off Your Next Boom

SHOP NOW

♥ Thank you for shopping our holiday sale!

We're excited you're here and can't wait to hear what you think of your new Boom!

Our team is working on your order right now. We'll let you know the moment your Boom ships. (Make sure to check your email for your shipping confirmation.)

In the meantime, we have a quick gift for you...

We want to **give you 20% off** your next Boom order.

It's our way of saying thank you for shopping with us over the holidays. Just use the code **MOREBOOM21-PREVIEW**, and you'll instantly get 20% off.

Over the next three days, you can use this discount on everything in our store.



More savings, just for you.
Take 20% off everything in our store.

USE THIS DISCOUNT

This holiday season, we're giving you more of everything you love.

That includes **more Boom, more tips, more inspiration and more customer stories that inspire us here at BOOM!** every day of the year.

It also includes more savings—just for you.

For the next three days, you have **an exclusive 20% discount to use** in our Boom store. It's our way of saying thank you for shopping our holiday sale.

You can use this discount any way you like. Try anything in our store for yourself, or order your Boom favorites as gifts for your girlfriends, daughters or granddaughters.

(Hint: If you're ordering for yourself and other women in your life, we suggest a Boom Bag. You'll get several Boom favorites together and save even more today.)

However you'd like to use this discount...it's yours for the next three days.

Just use the code **MOREBOOM21-PREVIEW**, and we'll take 20% off your entire order. **Happy shopping!**

SHOP NOW



5 Ways to Use Your Exclusive Boom Discount

SHOP NOW

Right now, you have **an exclusive 20% discount** in our Boom store.

It's our way of saying thank you for shopping with us during the holidays. Just shop with the code **MOREBOOM21-PREVIEW**, and we'll take 20% off anything in your Boom cart today.

This discount expires tomorrow at midnight (Pacific time).

In the meantime, you can use it to save on everything in our Boom store.

Looking for a little inspiration? Here are a few ideas...

USE IT NOW





Still Want 20% Off?
You Only Have Until Midnight to Shop

SHOP NOW

Reminder: This [incredible savings is waiting](#) for you.

Today only, you can save 20% on everything in our store. **Your exclusive discount expires at midnight tonight (Pacific time).**

This is the biggest coupon you'll see at BOOM! all year. It's a thank you for shopping with us during the holidays.

Just shop with the code **MOREBOOM21-PREVIEW**, and we'll take 20% off your order right now.

Again, this expires at midnight.

Interested? We suggest you [shop now...](#)

HURRY: SAVE NOW



Best Savings Ends Tonight:
20% Discount
Expires at Midnight

USE IT NOW

♥ **This is the best savings you'll see in our store...**

In case you missed this, you have an exclusive 20% Boom discount. **You can use it to [save on absolutely everything](#) in our store today.**

That includes our already-discounted Boom Bags, Boomsticks, Boomsilk®, Boom Bright™ mascara, our new Boom Gloss™—and anything else you love.

Whether you're finishing your holiday shopping or picking up a few last-minute Boom gifts for yourself, this is the day to shop.

Be sure to [use your exclusive code MOREBOOM21-PREVIEW](#) to save on anything in your Boom cart today.

Keep in mind: This is the biggest discount you'll find in our store. **It expires at midnight tonight.**

So why wait? Click below to finish your holiday shopping right now.

USE THIS DISCOUNT

- 
- 1. Warm Up An Audience**
 - 2. Build An Email List**
 - 3. Merchandising**
 - 4. Ad & Page Optimization**
 - 5. Promotional Campaign Structure**
 - 6. OmniChannel Strategy**
 - 7. Ads + Funnel Set Up**
 - 8. 2x Selling**

A small green seedling with two leaves is growing out of a crack in a dark, textured surface, possibly asphalt or concrete. The background is dark and out of focus.

YOU GET OUT
WHAT YOU PUT
IN!

A little bit more every day.

Consistency WINS.



STEP 1: HAVE FUN



STEP 2: MAKE GREAT STUFF



📅 Year to date compared to Jan 1–Jul 28, 2018

Total sales [View report](#)
\$11,758,485.14 ↑ 22%

Zipify OneClickUpsell	\$11,223,977.82	↑ 27%
Online Store	\$315,054.51	↓ 40%
Draft Orders	\$197,698.38	↓ 28%
Facebook	\$21,754.43	↓ 58%

SALES OVER TIME

Legend: Jan 1–Jul 28, 2018 (grey), Jan 1–Jul 28, 2019 (purple)

STEP 3: BE PROFITABLE



What Does A Brand Do?

- **Communicate with A Group of People...**
- Having A Collective Experience
- **Your Goal: Establish a Connection / Intimacy**
- Add Value (by Commenting On The Experience Using Stories)
- **Offer Solutions To Problems They Face (Products)**
- Do So On Multiple Communication Mediums



SmartMarketerAgency.com

Zipify.com/OCU60

Instagram [@EzraFirestone](https://www.instagram.com/EzraFirestone)

www.LoveRunnethOver.com