

# The Source Approach Achieves Explosive Growth for Luxury Pain Relief Brand Through AI-Driven Fractional CMO Expertise

*Fractional CMO, Tanner Rankin of The Source Approach, drives 640% Amazon & 506% Shopify growth for luxury brand using a blend of AI & Source Approach method.*

BUFFALO, NY, UNITED STATES, May 9, 2025 /EINPresswire.com/ -- Tanner Rankin of The Source Approach, a leading [Fractional CMO](#) firm specializing in blending AI & the award-winning Source Approach method for blazing fast, scalable results, today announced remarkable success in driving exponential growth for a premium luxury pain relief technology brand. Leveraging its proprietary "Source Approach" methodology, the firm achieved a 640% increase in Amazon sales and a 506% increase in Shopify sales within a single year for a lean team operating in a highly competitive market.

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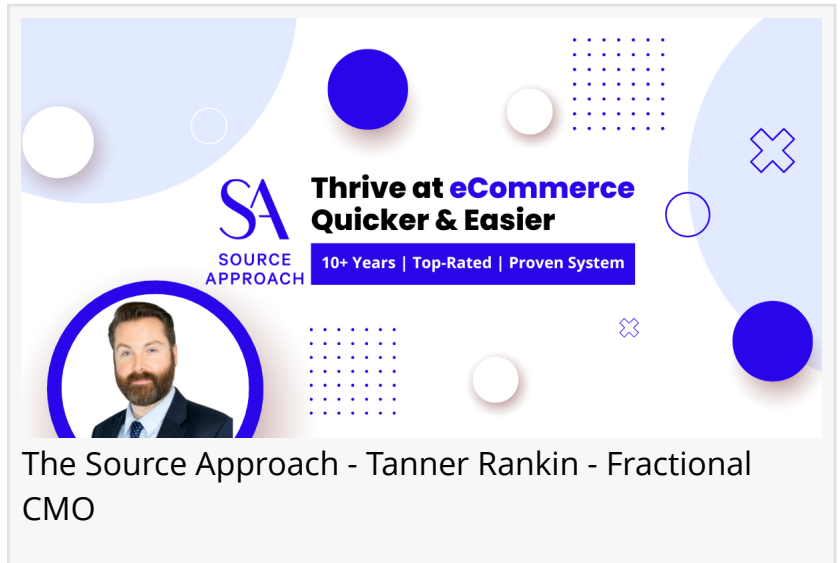
Brands can sell more & spend less with the only Fractional CMO blending AI & the award-winning Source Approach method for blazing fast, scalable results.”

*Tanner Rankin*

This case study underscores The Source Approach's core strengths in deeply understanding brand DNA, customer behavior, and market dynamics to architect and execute highly effective direct-to-consumer strategies. The firm's unique value proposition lies in its ability to function as an outsourced Chief Marketing Officer, bringing high-level expertise and a proven framework to businesses of all sizes.

"This success story demonstrates the power of a holistic,

data-informed approach to marketing, even for smaller teams in crowded spaces," said a representative for The Source Approach. "Our 'Source Approach' methodology ensures that every aspect of the marketing ecosystem, from messaging and creative to ad optimization and



customer experience, is aligned and working synergistically to drive tangible results."

- The "Source Approach" methodology, as implemented for this client, encompasses several key pillars:

Source Codes: Comprehensive aggregation of brand, product, and buyer expertise into a centralized resource, ensuring consistent and high-level execution across all marketing functions.

- Customer Awareness Stages: Strategic development tailored to each phase of the customer journey (Unaware, Problem Aware, Solution Aware, Product Aware, and Brand/Product Fit), optimizing reach and marketing spend.

Buyer Intent Focus: Prioritization of customers with clear purchase intent, dramatically improving Click-Through Rates (CTR) and Conversion Rates across platforms.

- Avatar Development: Creation of detailed customer mindsets and motivations, informing highly resonant and persuasive marketing content.

Emotion and Logic-Driven Copywriting: Crafting compelling narratives that connect with customer emotions and are justified with logical product benefits.

Strategic Visual Asset Creation: Utilizing color psychology, neuro-aesthetic principles, and platform-specific best practices to create impactful imagery and videos.

- Rigorous A/B Testing and Optimization: Continuous improvement of listings, ad creatives, and website elements based on performance data.

- Full-Funnel Amazon and Shopify Strategies: Comprehensive approaches encompassing listing optimization, advertising, and organic growth initiatives.

This case study serves as a powerful example of how the Source Approach method empowers brands to unlock significant growth potential through a structured, insightful, and expertly executed fractional CMO model with underpinnings of [eCommerce consulting](#) and [Amazon Consulting](#). Their focus on foundational understanding and data-driven decision-making positions them as a valuable partner for companies seeking to elevate their marketing performance and achieve market leadership.

About The Source Approach:

The Source Approach is the leading eCommerce-focused Fractional CMO firm that provides businesses with strategic marketing leadership and execution expertise. Specializing in leveraging deep market understanding and data-driven methodologies, The Source Approach helps companies achieve significant and sustainable growth. Their unique "Source Approach" method ensures a holistic and effective marketing strategy tailored to each client's specific needs and goals.

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