CEFALY Technologies hired Apogee Agency to expand brand awareness, increase revenue, and maintain brand integrity in the social space.

**OBJECTIVE**

CEFALY partnered with Apogee to raise awareness of their migraine prevention device, with the ultimate goal of increased e-commerce sales. With two primary devices and assorted accessories, the challenge to Apogee was to narrow the focus and target media partners who promote migraine solutions.

**SOLUTIONS**

Apogee utilized a strategy that included a hybrid of PR and affiliate with key influencers, big media, and coupon partners. By implementing a full-funnel approach, Apogee achieved the sales goal while building a long-term foundation for success.

**RESULTS**

1. **Brand Awareness**
   - Apogee campaigns have reached tens of millions of views throughout multiple engagements on Instagram, TikTok, YouTube and Facebook. CEFALY is ranked #255 out of more than 15,000 programs making it highly attractive to both content creators and big media partners.

2. **Increased Revenue**
   - In 2022, CEFALY achieved just under $1.1M in sales through the affiliate channel and are on target to reach over $1.5M in 2023.

3. **Brand Integrity**
   - Apogee has maintained a clean affiliate program — free of low-value coupon sites, fraudulent coupon practices, and paid ad manipulation.