CASE STUDY

Toad&Co: Cracking the Men’s Market Without Cracking the Brand

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About Toad&Co

Some brands discover sustainability. Toad&Co was built on it from day one.

Founded in 1991 in a Colorado garage, where Jessica Nordhaus was hand-crafting upcycled fleece hats under the name Horny Toad, the brand spent the next three decades quietly doing what the rest of the industry is only now scrambling to catch up on. Organic cotton, hemp, TENCEL™, recycled fibers. No acrylic, no rayon, no shortcuts. Just clothing designed to last, made in a way the planet can sustain.

Today, Toad&Co is a Santa Barbara-based B Corp (certified 2025) with a full men's and women's apparel line spanning everyday essentials to outdoor-ready layers. They co-founded a logistics partner that employs adults with developmental disabilities, contribute through 1% for the Planet, and launched ToadAgain, a resale platform that keeps their garments in circulation long after the first purchase. This is a brand that has earned its values, not just marketed them.

The Challenge: A Strong Brand in a Segment It Hadn’t Fully Unlocked

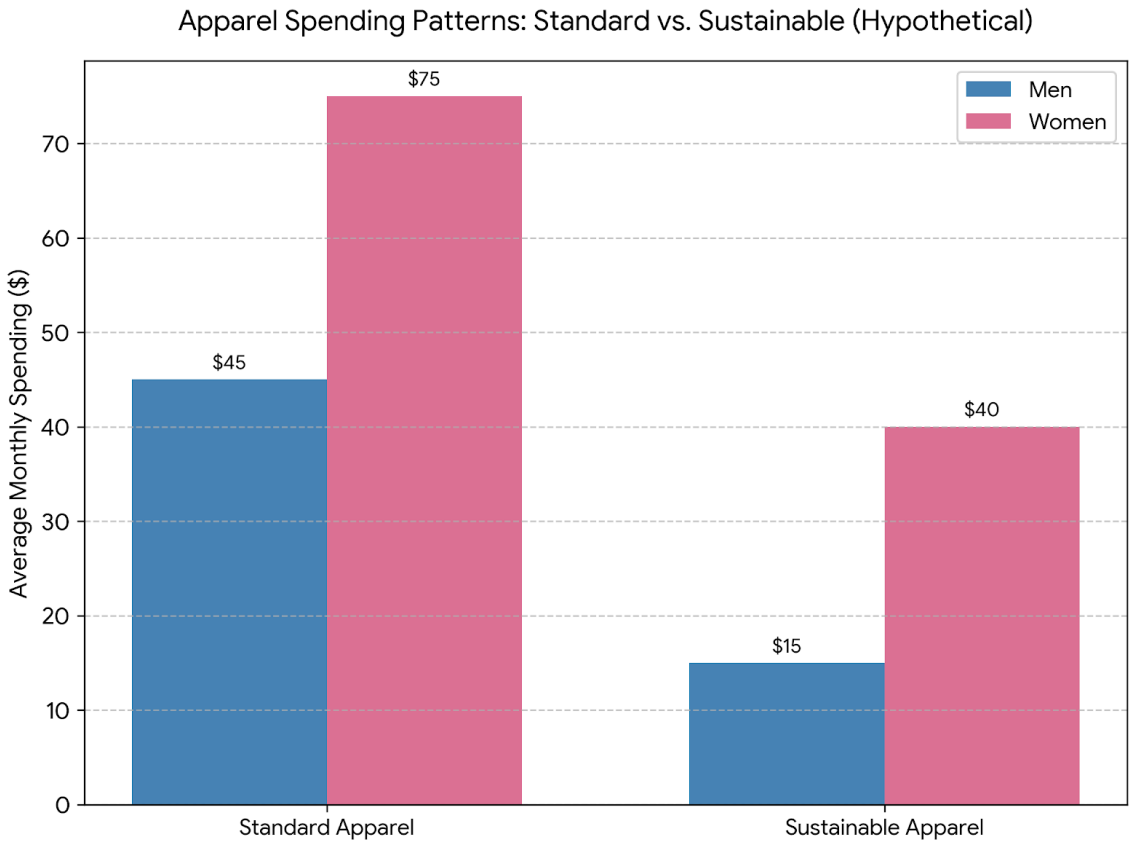


Toad&Co had built real equity in women's sustainable apparel. The men's side was a different story. The opportunity was clear. Demand for eco-friendly, performance-driven menswear is growing, but so was the complexity. Men shop differently. They prioritize function over trend, respond to different messages, and are harder to reach through channels that work well for women's categories. Toad&Co needed to know exactly which products, campaigns, and platforms were moving the needle with male consumers, and which were burning budget without results.

Without that clarity, every marketing decision was a calculated guess.

Why This Problem is Universal

Expanding into or scaling a men's segment is one of the more stubborn challenges in sustainable apparel. Male consumers historically spend less on clothing, are less likely to seek out eco-conscious brands proactively and make purchase decisions driven by durability and functionality rather than trend or brand story. Competing for this audience means going up against both mainstream retailers with massive reach and purpose-driven competitors with sharper menswear positioning. Data is the only reliable way through.



Disclaimer: This chart utilizes purely hypothetical data to demonstrate a conceptual trend in consumer behavior. The numbers shown are fictional and should not be cited as empirical statistical evidence or official market data.

Insika AI's Solution: Precision Over Assumption

Toad&Co deployed Insika™AI's data intelligence platform to get an unambiguous picture of what was actually working in their men's marketing, and what was quietly draining budget.

What the data revealed:

- Channel performance was wildly uneven. Certain Google and Meta campaigns were delivering strong returns and conversion rates. Others, including Pinterest and select Google campaigns, were generating little to no revenue. Without a unified view, these were invisible drains.

- Male customers fell into two distinct style profiles. The majority gravitated toward outdoorsy, rugged aesthetics. A meaningful second segment preferred casual, timeless styles. Two audiences, two messaging strategies, not one.
- Purchase decisions were driven by durability, functionality, and sustainability, in that order. The brand story was already aligned; the marketing just needed to lead with the right proof points.
- Price sensitivity was real but manageable. Targeted promotions drove noticeably higher conversion rates compared to baseline, meaning strategic discounting could move the needle without training customers to wait for sales.
- Circular commerce was an underused retention lever. Strong interest in resale and product longevity pointed directly to ToadAgain as a tool for repeat purchase and lifetime value, not just a sustainability credential.

The result: Toad&Co reallocated budget toward high-performing channels, paused underperformers, integrated ToadAgain more deliberately into the customer journey, and built an A/B testing framework to keep optimizing creative and targeting over time.

The men's expansion went from a strategic ambition to an insight-led program, with a scalable foundation to keep building on.

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