

D2C BRAND

CASE STUDY

Overview

Goals

Brand X hired Partner to create a unique audience tailored to current and potential consumers to introduce a new brand to market.

- Primary Goal = Drive eCommerce sales
- Secondary Goals = Brand recognition and in-store foot traffic

Planning and Execution

- Evaluated existing customer data and implemented data schema for closed-loop campaign measurement
- Enriched company's data with Partner consumer insights to better understand key attributes of existing customers
- Built unique audiences tailored to customer's first party data, along with proprietary Partner purchase, location and behavior data
- Executed cross-device display campaign and measured ROAS from online sales

THE ADVERTISER



Brand X is a OTC nutritional brand with a national presence with in-store retail and eCommerce purchasing options.

Supplies products tailored to different ailments and offers multiple product categories/consumption methods.

Relatively new to market product line but backed by a reputable company with experience in the pharmaceutical and CPG space.

Personalized Solutions

We paired unique audiences with personalized messaging so that the consumers within each targeting tactic received the proper message during their experience. Each consumer was scored to understand their likelihood to purchase, along with their affinity for specific SKUs as it related to product category and/or ailment (pain, stress, anxiety, etc.)

Lookalike Audience - Brand Loyalists

- Utilized customer's 1st party data and enriched with the Partner's Experience Graph to associate marketing IDs and over 3,000 attributes (Location, Behavior, Demographic, Financial, Purchase, and more...)
- Built lookalike audiences based on key attributes of current converting customers to find identical consumers who have not yet purchased from Brand X.

Behavior Audience - Supplement Purchasers

- Using Surfside's deterministic purchase and visitation data, we identified consumers who have recently bought supplements, frequently buy supplements and previously bought supplements but not in the last 60-days.
- Influenced consumers based on their level of brand loyalty, educating them on Brand X's competitive advantage and exposing them to the appropriate advertisement based on in-market or near market probabilities.

Location Targeting - Supplement Retail and Points of Interest (POIs)

- Focused on targeting consumers on their mobile devices while they were in-store shopping at retailers that sold Brand X products along with competitive retail locations to influence at the point of purchase.
- Targeted consumers at chiropractors, acupuncturists, spas, and other specialized businesses that directly relate to the ailments that Brand X creative was geared towards.

Retargeting - Website and Location Visits

- Identified website visitors and retargeted with personalized messages across mobile and desktop based on the products that they viewed, content they ingested or items they left in their cart.
- Using GPS location data, accurate to 5 feet, we retargeted consumers based on visitation to relevant retailers or POIs, so that we could reach relevant audiences across their devices at home, work and other locations that index high for purchase events.

TARGETING TACTICS



Audience Targeting



Location Targeting



Retargeting

Lasting Results

Focusing on high value audiences and locations proved to be a successful tactic in driving performance across multiple key business indicators. All tactics drove positive ROAS, while audiences built with purchase data were **34% more** effective than location based audiences in driving online sales.

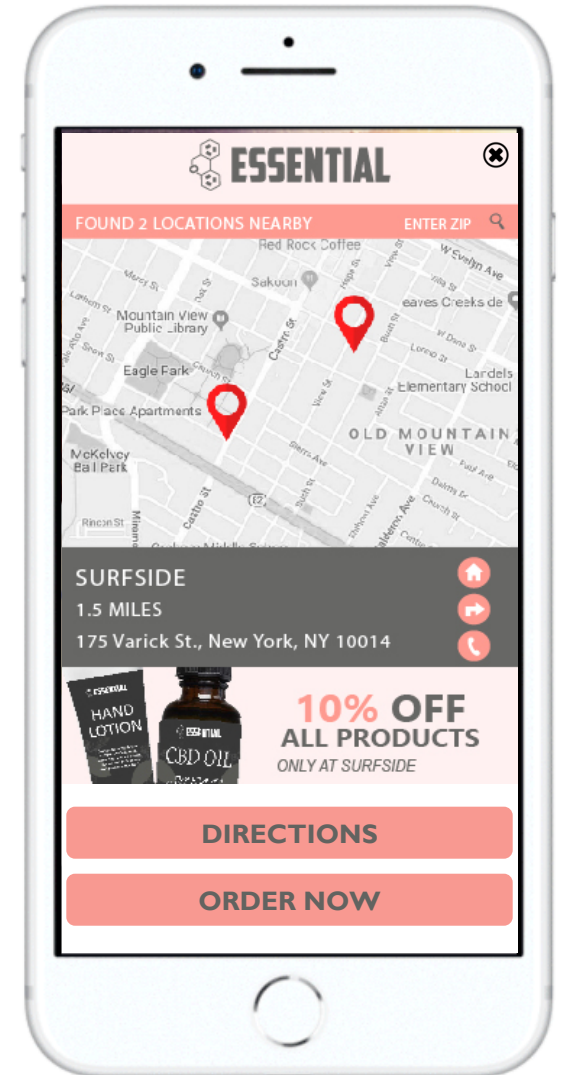
The campaign was delivered across more than **100,000** desktop and mobile apps and sites in order to reach a niche audience at scale. Targeting relevant consumers when they are more likely to purchase and on properties where they spend their time, proved to be **6.7 times** more effective than focusing on sites with endemic content.

The campaign utilized dynamic display banners to deliver relevant content based on audience, location, and product preferences to help guide consumers down a natural conversion funnel.

86%
eCommerce
Sales Lift

\$5.16
Return on
Ad Spend

22%
Lift in
Foot Traffic



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