

CLIENT:

A Global Sports Apparel Brand

CAMPAIGN OBJECTIVE:

The client wanted to run a pure prospecting test campaign with the goal of finding new customers at scale, while also improving clickthrough and conversion rates.

What We Did

A four-pronged approach driven by Helix

- Segmentation & Targeting: leveraged data modeling to reach scale and Helix to find high-propensity converters

PLUS

- High-Impact Creative
- Unique Analytics
- Unmatched Service

RESULTS



CPA driven by Helix strategies was **13X better** than traditional strategies



Conversion rate from Helix strategies was **22X higher** than traditional strategies



14% more prospective shoppers were reached using Helix than would have been reached without it