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CASE STUDY

A Triumvirate Approach to Helping a Global Beauty Brand Target New and Dynamic Users in Real-Time



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Even though they are bombarded online with ads that often have little to nothing to do with their interests, consumers are still generally willing to communicate with, and receive communications from, brands for which they have affinity. The caveat: brands must treat them with unique, personalized messages that are seen in the right environment and at the appropriate time. Yet marketers struggle to connect with their customers within optimal context due to audience pools that are incomplete, inaccurate, and siloed from activation.

Background

PMG, a digital agency and leader in audience marketing, had a global beauty brand client that grappled with a limited ability to target category and product pages due to pixel constraints on their site. As the brand's site had only product, global footer, and conversion tags set up, it did not directly allow for more granular targeting with specific messaging aligned with pages that users were visiting often.

Objective

The objective was to help the brand deliver its ads to high-affinity audiences in ways that were optimized and personalized, while overcoming the challenges presented by the current pixel setup.

To achieve this aim, PMG knew it needed alternative audience-based solutions. Those solutions would allow the agency to reach additional users and pages within the brand's site to support product consideration and ultimately drive demand on third-party sites.

In partnership with MediaMath, with whom PMG began a relationship in 2012, the agency developed a strategy to construct audience profiles in a way that would allow PMG to target new and dynamic users in real-time. The team would use data layer segmentation to develop custom audiences in order to reach users based on their on-site content consumption and throughout all stages of the purchase path.

Solution

Leveraging existing event pixels and the data collected by those pixels (via the MediaMath platform's Chrome Pixel Extension), PMG worked with MediaMath to collect data into a centralized platform and turn the raw data into usable marketing signals. As data was ingested, PMG was able to use MediaMath's Adaptive Segments, a product within the technology provider's data management platform, to create and build comprehensive, precise consumer profiles that populated retroactively, and update those profiles in real-time.

“We were impressed with how seamlessly the product within MediaMath’s DMP was able to deliver, helping us quickly create segments to fuel our recommended audience strategy to the client and target its most valuable customers. We are excited to continue working with this brand to explore more opportunities around what we can do to leverage MediaMath’s partnership to continue to reach niche audiences for our clients.”

EXAMPLES INCLUDE, BUT WERE NOT LIMITED TO:

- **Co-Op-Based Segments:** For co-op-based campaigns, PMG was able to customize audience segments based on users that browsed the applicable co-op brand and products within the retailer’s site and use segment sizing to understand how many people they would actually target for a specific brand.
- **High-Value Cart Abandoners:** Individuals with basket values that were higher than the average order value.
- **High-Frequency Browsers:** Frequent visitors who are highly engaged based on product page activity, but have yet to purchase.
- **High-Value Converters:** Purchasers with order values that are higher than the average order value.

PMG seamlessly activated these newly established audiences across all devices and, using MediaMath’s capabilities, refined the segmentation by layering in specific messaging aligned with the respective audience profiles.

Results

The campaign drove incredible results. During the all-important fourth quarter, the brand saw audiences scale throughout the time period, with conversions peaking during key shopping holidays. Some stand-out outcomes included:

- **Improved ROAS:** The logic behind the creation of the audience profiles was validated by ROAS that reached as high as \$149.59.
- **Greater efficiency:** There were 20 different variables passed back without the need for more than three pixels instead of hundreds.
- **Granular audience targeting:** Instead of being limited to the three floodlights and having to deliver generic messaging and generate strong return at a high level, the implementation of Adaptive Segments allowed PMG to serve more personalized and custom messaging to a finite group of users, depending on their browsing behavior.

While more detailed transaction data cannot be shared, the campaign delivered far higher average order values than any other program, thus reflecting scale in not just customers but also customer value.

The brand is looking to do more with MediaMath, testing against the technology company’s customized approach to accessing supply markets and working on a bigger data strategy together.

– **CRISTINA FREEMAN**

Head of Media Operations, PMG