



 CASE STUDY

**Kimberly-Clark Brazil**

**Reaps Remarketing Results**

**By Tying Website Interactions**

**to Sales Conversions**



# Kimberly-Clark Brazil Reaps Remarketing Results By Tying Website Interactions to Sales Conversions

Kimberly-Clark has the mission “to lead the world in what is essential for a better life.” The company aims to deliver high-quality products that meet the needs of nearly 1.5 billion people in 175 countries around the world.

Kimberly-Clark has been present in Brazil since 1996, offering products that are part of Brazilians’ everyday lives such as toilet paper, diapers and tissues. Innovation and sustainability are part of the K-C way, and it is this essence that enables the company to provide consumers with ease and comfort in their daily lives through a number of key brands.

## Background

Kimberly-Clark wanted to increase awareness through frequency and engagement to build a meaningful relationship with consumers. They aimed to help their users understand the difference between each product and its benefits by providing all the information needed to encourage a sales conversion. In the past, Kimberly-Clark used search, YouTube and Facebook as part of its digital media strategy.

## Objective

The company previously tracked its digital marketing investments via reach and frequency for awareness campaigns and interactions for engagement. Kimberly-Clark wanted to better understand which products resonated with which users.

The partnership with MediaMath Brazil started in July 2016. The initial test campaign emerged from a brainstorming meeting with Kimberly-Clark and VML, their media agency, to determine the plan and strategies.

## Solution

The idea with this campaign was to check the effectiveness of programmatic delivery against sales conversions. Most of Kimberly-Clark's initiatives are related to brand awareness, so this was the first test to correlate brand campaigns with sales.

The MediaMath Programmatic Strategy and Optimization team helped Kimberly-Clark implement a pixel on one of their brand's e-commerce sites to measure sales conversions and retarget those users who were impacted but had not converted. Lookalike audiences were used to create clusters of users who had more

affinity to the company's communications. They monitored different clusters, using retargeting and lookalike segmentation to improve and optimize the campaign.

MediaMath provided Kimberly-Clark with custom reports so the company would have transparency into their performance. The reports, in addition to weekly meetings with VML and MediaMath resulted in a virtuous cycle of tests and adjustments to optimize results.

## Results

The campaign was the first time Kimberly-Clark tracked conversions on one of their e-commerce sites. It was an important step for the company's brands to eventually migrate to a model closer to performance campaigns. Kimberly-Clark was able to measure to final sales conversion and realized the following results:

**82%** of assisted conversions  
(post-view) from remarketing

**94%** eCPC reduction

**247%** increase in CTR above the campaign  
average from remarketing

Kimberly-Clark plans to develop more e-commerce-focused initiatives monitoring conversions, and to continue reducing CPMs and CPCs and increasing CTRs. Their most important focus will be to keep finding their customers in the right place and offering the right product.

“With MediaMath, we can understand different clusters of shoppers, their behavior and the interaction with our communication assets. With this implementation of conversion tags at the retailer's checkout, we were able to understand this behavior and the best moments to impact the user, optimizing the ROI of our campaign”

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