CASE STUDY

LUXURY COSMETICS RETAILER

CAMPAIGN OBJECTIVE

A well-known luxury cosmetics company wanted to drive awareness and increase sales around the holiday season. Their challenge was to acquire new shoppers in-store and online while defending loyal customers.

SOLUTION IMPLEMENTED

Implement advanced data-driven strategies to effectively identify, reach and engage distinct household segments, including the Brand's existing clientele, lapsed customers, new customer prospects, seasonal gift shoppers, beauty enthusiasts, and a unique Dynata audience aged 25 to 54 years old. This approach allowed for precise and tailored marketing efforts to increase incremental sales around the holiday season.

RESULTS ACHIEVED

Campaign drove $7.2M in incremental sales*

111,000
incremental orders

50,000
incremental purchasing households

$3.61:1
ROAS ratio

To learn more about how Cadent can help you with a data-driven TV campaign, contact a **Cadent sales representative** or visit us at **Cadent.tv.**