

CASE STUDY

A House of Brands Dramatically Increases Conversions by 360% by Using Explorium's External Data for Retargeting

Employing an ML model using external data, a direct-to-consumer brand successfully predicts customers' likelihood to convert

SUMMARY

A US-based house of brands selling beauty and wellness products online significantly increased their conversion rate through retargeting. Discovering new data through the Explorium platform gives the company the information needed to build profiles of customers most likely to buy their products, and then retarget them with relevant Facebook ads. As a result, they saw a 360% increase in conversions in Facebook retargeting campaigns, winning new customers to their various brands.

THE CHALLENGE

Retargeting website visitors that didn't complete their purchase has shown to greatly increase customer engagement and conversions, making it an invaluable digital marketing strategy. To maximize their potential, retargeting campaigns need to target only those visitors with a high likelihood to convert. The challenge lies in correctly identifying the visitors that will respond to retargeting, thus making intelligent use of marketing budgets and resulting in more conversions.

CUSTOMER OBJECTIVES

Our customer's marketing team wanted to learn more about their existing and potential customers in order to build more tailored retargeting campaigns to drive more conversions. This meant they needed to:

- Build the data infrastructure needed to collect relevant data about website visitors and their behavior on the company's websites.
- Build profiles of customers for their multiple brands in order to predict likelihood to purchase.
- Retarget the most probable converters with relevant ads on Facebook.

SOLUTION

Starting point:

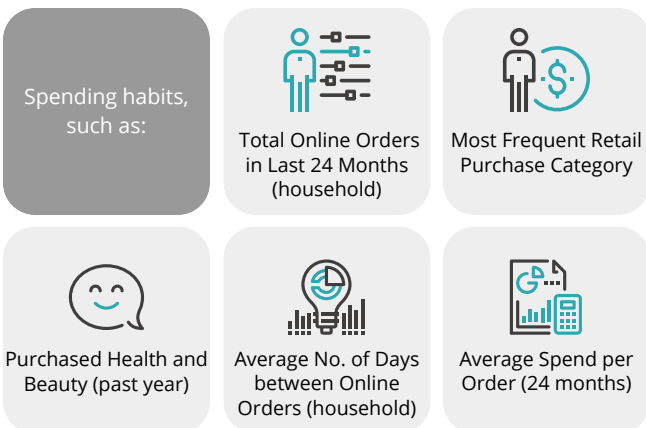
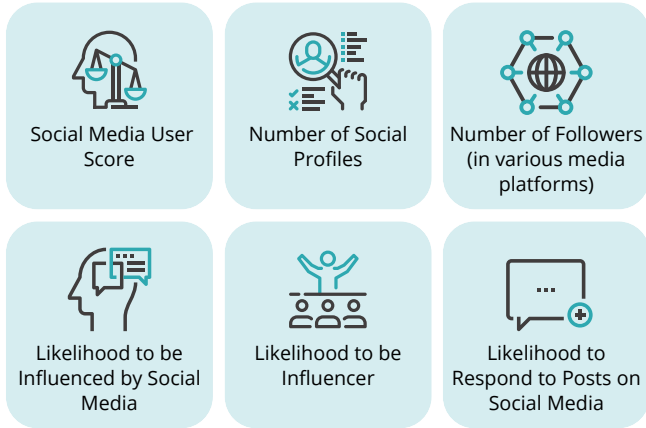
Minimal data collection consisting of some website visitor behavior, email address, IP address and occasionally, additional data if a web form was completed.



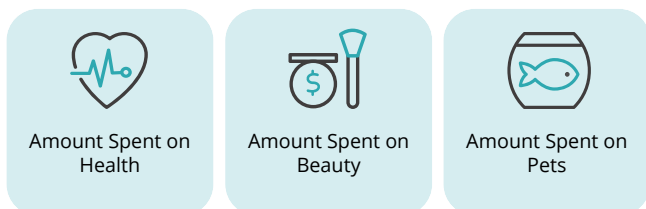
EXPLORIUM SIGNALS

Multiple new features were used to identify potential converters, among them:

Social media habits, such as:



Spending habits by category (48 months)



BOTTOM LINE

1. Dramatic uplift in conversions:

Within a very short time, conversions through retargeting increased by 360%.

2. Streamlining and extending ad spend:

Smarter retargeting allows informed and more efficient use of advertising budgets. For example, for experimentation with new ad types and new audiences which in turn drive more growth.

ABOUT EXPLORIUM

Explorium offers the industry's first end-to-end External Data Platform for Advanced Analytics and Machine Learning. Our unique all-in-one platform automatically matches external data with internal enterprise data to uncover thousands of signals to enhance ML models, dramatically decrease time to superior predictive power and decision-making, and improve business outcomes.