Health & Beauty Retailer Uses CRM-Powered Audience Strategy to Drive Engagement

Challenge

Having spent 3 years transforming their brand promise, this beauty brand was ready to infuse and connect that promise across every touchpoint in their customer's journey. The brand was also looking to maximize long-term growth in a rapidly changing, complex, and increasingly omni-channel world. Traditional brick-and-mortar shoppers now wanted enhanced retail and frictionless shopping experiences, expecting services such as curbside pickup, hassle-free returns, free delivery, virtual demos, buy now/pay later, and social commerce options, among others.

Due to changing data privacy regulations and ongoing deprecation of 3rd party cookies and device IDs, the brand was also experiencing difficulties with data fragmentation when tracking and measuring campaigns. For this particular campaign, Matterkind was tasked with driving measurable brand engagement among customers who had not previously shopped the brand's premier shopping event, while strategically reaching underserved multicultural audiences.

Solution

Rather than focusing efforts on promotion-driven, "one size fits most" campaigns that produce data driven insights and optimization across multiple KPIs , the brand turned an eye towards conscious marketing efforts that would produce more journey-oriented, personalized communication with data-driven activation and unified KPIs.

This beauty brand's massive rewards CRM program provided an enviable, people-based starting point from which Matterkind could power better audience definition, prioritization, and reach within a cross-channel campaign. Matterkind's addressable strategy team formulated an upper funnel strategy powered by this CRM file to create the following high value audiences (HVAs):
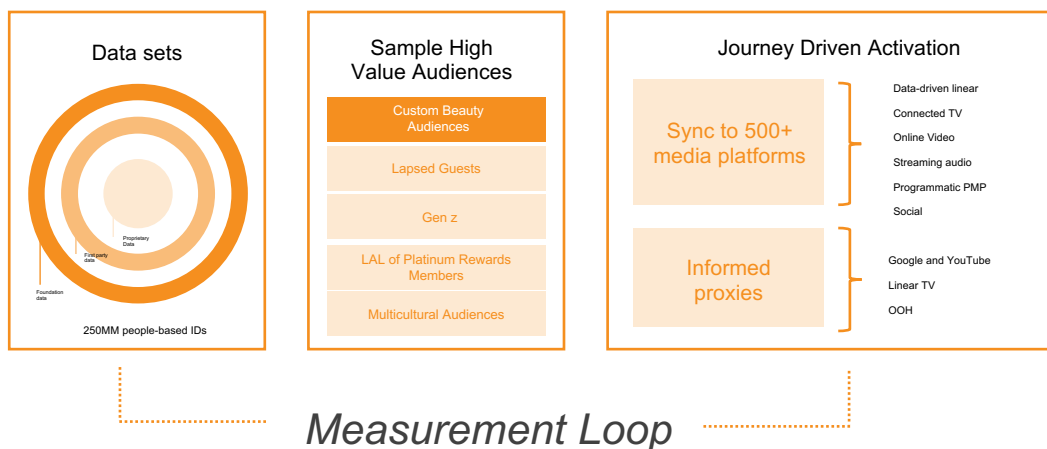
◢ Current customers who had never shopped the event with the intent to reach them 1:1 across several addressable channels including display, video, CTV and audio

◢ Lookalike audiences for prospecting, seeded by top spenders

33MM Unique Rewards Members					
Planning	Strategy	Increase Share of the Market	Increase Share of Wallet	Increase Message Receptivity	Accountability

Leveraging the CRM Data Creates a Framework for Increasing Revenue and Marketing Data Quality

Along with this people-based approach to creating HVAs, the team worked with platform partners to gather appropriate datasets for conversion modeling, attribution, and traffic authentication.

To diversify audience reach, Matterkind also committed 35% of campaign spend to various tactics like private marketplaces (PMPs) and contextual indicators representative of multi-cultural audiences, plus ran creative in both English and Spanish to further enable reach and inclusion of these audiences.

Shifting to this "always-on" approach to media meant personalized, relevant messaging and conscious creative became increasingly important. Matterkind's ultimate strategy with this approach was to meet the customer's beauty demand where it is and drive results for the brand.

Data sets

Proprietary Data
First party data
Foundation data

250MM people-based IDs

Sample High Value Audiences

Custom Beauty Audiences
Lapsed Guests
Gen z
LAL of Platinum Rewards Members
Multicultural Audiences

Journey Driven Activation

Sync to 500+ media platforms

Data-driven linear
Connected TV
Online Video
Streaming audio
Programmatic PMP
Social

Informed proxies

Google and YouTube
Linear TV
OOH

Measurement Loop

Results

Matterkind helped the brand continue to build creative to match personalized environments, supported emotionally-led storytelling campaigns, and helped begin building creative that speaks to each audience across platforms.

As a result of the campaign's success, Matterkind was given the opportunity to run the brand's subsequent special event campaign.

The 3-week campaign delivered

170K+

STORE VISITS

The multicultural audience drove

+50%

GREATER CTR
than the overall campaign at .94%

Matterkind can help you build a more conscious, people-based approach to achieve your marketing goals.

Learn more at www.matterkind.com.