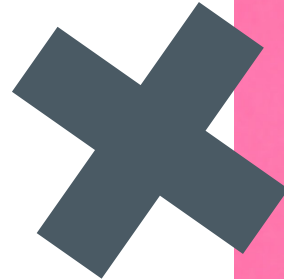


Case Study

LYKO

Health & Beauty segment



 meniga





Active campaigns in both Finland and Sweden

Live campaigns since 18th June 2018 (in Sweden)

Details

New customers:

3501

ROI:

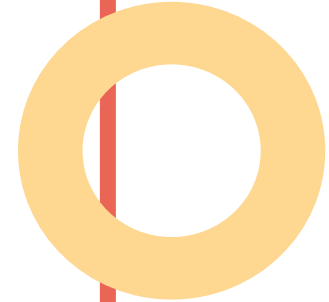
6x

Returning customers:

5633

ROI:

9,7x





“

We've had a successful partnership with Meniga for a long time now! The simplicity of the entire process is an enormous advantage for us. We just add to the budget and know that the campaigns will deliver with a high return. This, in combination with its performance-based structure, builds a risk-free partnership for us.

”

David Olson, Web producer at LYKO



Background story



Lyko is an established Swedish brand in the health & beauty sector. It has the biggest product assortment online but also runs physical stores and beauty salons all over Scandinavia. Lyko inspires and guides its customers to be their best selves.

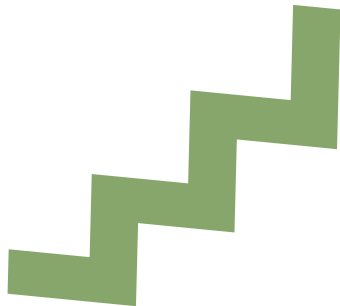
Meniga's partnership with Lyko has been going on for two years. During this time, they have been one of our most active partners. David, Lyko's web-producer, wanted new ways to increase the company's sales by reaching its audience through digital channels. He was eager to try Meniga's Campaign Manager to target new and existing customers within Meniga's user base.



Process



We helped David set up campaigns that would achieve his objectives and advised him on budgeting. Since the money is only paid when actual purchases are made, campaign ROI is all but guaranteed. David was soon convinced to use this new data-driven technology and reap its benefits. He has remained impressed by the results and he has created new campaigns on a regular basis.





“

Meniga Performance Manager is an easy-to-use platform. It shows campaign performance, budget allocation, and I get insights about our consumers. The fact that it updates the results in real-time is a great feature. The main advantage for us is that it is so simple: add to the budget and watch the campaigns perform!

”

David Olson, Web producer at LYKO



Results

Lyko is currently live with campaigns both in Sweden and Finland, achieving positive results. We are in regular contact with David. Lyko's campaigns are analysed, as well as fine-tuned to increase the effectiveness of the campaigns.

The partnership between Lyko and Meniga is built to last. It is underpinned by a history of positive results. David now operates the campaign manager himself. He creates and changes campaigns at will but still appreciates our advice on how to get the most out of them.

