

**A Leading Male  
Personal Care Brand  
Challenged Us To  
Deliver Results  
Through Video**

**WE DELIVERED  
2.80X ROAS**



## CAMPAIGN HIGHLIGHTS

### 2.80X ROAS

outperforming NCS video benchmark of 1.55

### \$1MM

in incremental sales

### \$52 IN SALES

for every 1000 impressions.  
7% lift in purchase amount  
(each time they bought)

### 12% LIFT

in total sales. Key competitive share down over 1.4%



## CHALLENGE

**A market leader in male personal care created a unique offer that challenged a new competitor in its category. In order to effectively encourage conversion, the brand needed to activate distribution channels that were proven to drive incremental in-store action.**

## SOLUTION

To drive incremental in-store action, Eyeview developed a custom program that leveraged retailer offer content that was seamlessly integrated to reach a micro-targeted audience. Starting with three key audience insights, Eyeview created a custom purchased-based audience profile of consumers most likely to convert by focusing on medium-to-heavy buyers of the brand.

Leveraging existing branded assets, Eyeview created more than 100,000 personalized videos that included retailer branding, portfolio messaging and special promotions. These videos were served to more than 20 million qualified consumers located within a dynamic geo-fence around each retail partner location.

## CONSUMER IDENTIFICATION

Eyeview leveraged granular purchase-based targeting through NCS for each product SKU and dynamic location data to find consumers within a 15-mile radius of the select retail locations.

## 1-TO-1 VIDEO

Eyeview's VideoIQ technology delivered more than 100,000 video versions across 14,000 retail stores utilizing circular, portfolio messaging, brand offer and local store content.

## RESULTS MEASUREMENT

The campaign generated \$1 million in incremental sales and a 2.80X ROAS for the brand.

Measured by: Nielsen Catalina SOLUTIONS 

