

CASE STUDY

Brand Awareness and Lead Generation in the Beauty sector

ABOUT THE CLIENT

Get the Gloss is a site that unites the best in beauty and health. Working with leading makeup artists, hair stylists, nutritionists and wellness practitioners to bring their readers the expert view on news and trends in beauty and wellness, and create specialist guides to help readers be their happiest, healthiest self.

Avenue 32 is an online fashion retailer of luxury clothing, bags, shoes and jewellery. Avenue 32 sells luxury womenswear including ready-to-wear, shoes, bags, jewellery, accessories and lifestyle products to over 100 countries.

OBJECTIVES

Looking to increase their brand awareness and lead generation, Get The Gloss teamed up with Whichit and the luxury online shopping site Avenue 32.

STRATEGY

An interactive competition with a commercial focus was suggested as a way to **attract high quality leads and stage the brand as innovative to its audience.**

- Embedding a [5-question Whichit Commercial Survey](#) on the Get the Gloss site in the form of a native ad.
- Entering the competition to win a luxury bag filled with selected beauty products, in exchange for capturing potential customers' emails.

CAMPAIGN STRUCTURE

The interactive structure allows the audience to choose between 4 luxurious product on each question, starting with 4 of the season's newest designer handbags. Once the user picked up her dream handbag, she can now continue to fill it up with beauty products.

The 5-question series, designed for fashion and beauty experts followed, collecting information about their preferences and learning about the connections between the different products.



Client:
**Get The Gloss
+ Avenue 32**

Sector:
Retail, Beauty

Campaign's Objectives:
**Brand awareness
and Lead Generation on
native placement**

Date:
20/01/17 - 30/01/17

Distribution Channels:
Get The Gloss website

Target audience:
**Location: USA, UK,
Ireland, France, Germany,
Spain, Australia
Gender: Female
Age group: 30-40**

Interactive Content Type:
Survey

Engage Card (Call-to-Action):
Lead Generation

Along with its innovative content, this retail campaign brought significant ROI and gained actionable insights for the brand

CAMPAGIN PERFORMANCE

Channel – Get The Gloss website

Targeting – Beauty and fashion savvies, 30-40 years old females in the following locations: USA, UK, Ireland, France, Germany, Spain, and Australia.

Result – Within 10 days of running, The campaign delivered significant ROI when delivered over 4200 leads.

The company gained actionable insights including actual user preferences, connections between products and paths to conversion.

Completion Rate Funnel

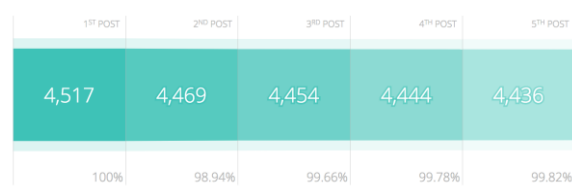


Statistics –

The Whichit Survey delivered 4,200 potential new customer's emails, 6,077 unique views and 4,517 unique content engagements.

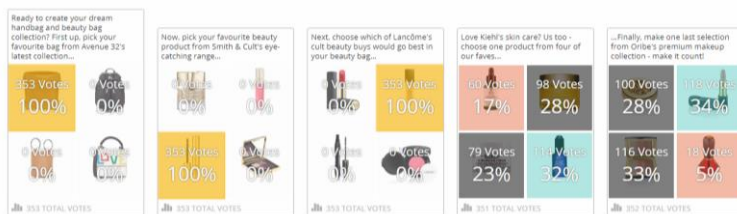
The creative and the products were very appealing for the audience, making a very high survey Completion Rate at 98% and 95% Call-to-Action rate (from completing the survey to email submission)

Post Engagement Funnel



Valuable user data has been collected during the campaign and can be used for remarketing and other retail propositions.

For example, Avenue 32 discovered that most of the users who liked the brown leather bag also preferred the mascara and the foundation over other products. Those insights can be used for remarketing campaigns, staging related products in newsletters and bundles, up-sale opportunities, and more.



ABOUT WHICHIT FOR ADVERTISERS

Whichit is Interactive Commercial Content at the forefront of its field. By asking target audiences a series of questions through addictive image based polls, surveys, quizzes and trivia, advertisers increase brand engagement, open new revenue streams & gain actionable insights. It runs as rich media ad units through IAB formats, native ad slots, and on social platforms i.e. anywhere across the internet (programmatic and/or straight display) across all devices and channels. The Whichit Ad unit is dynamic, responsive and interactive.

93% of the people who started the survey also submitted their email

6,077
Whichit Unique Views

4,517 [75%]
Unique content engagement

With over 98% Completion rate, and 95% CTA rate, the campaign managed to deliver over 4200 leads in 10 days

4,205
Emails Collected

95%
Call-to-Action Rate

98%
Survey Completion Rate

307
Social Shares

The brand gain valuable user preferences and discover connections between products