Limitless potential to drive growth

The collaboration between a cosmetics brand & pharmacy chain

Bring back churned customers

Reach new high LTV customers

300,000
New users reached

3x
Return on ad spend

Overview

- The cosmetics brand was interested in expanding the growth potential by both acquiring new customers and expanding the LTV of existing customers, however their limited first-party data diluted their advertising efforts

- The cosmetics brand partnered with the pharmacy chain to utilize both their onsite (owned) and offsite (third-party) platforms, but needed a way to identify what audiences to target

- Both companies chose the AppsFlyer Data Collaboration Platform to identify and build segmented audiences and measure the results, which yielded results of 3 times their typical ROAS, when compared to an a/b test that didn't utilize the AppsFlyer platform

LTV

Cosmetics brand

Pharmacy chain

Look alike
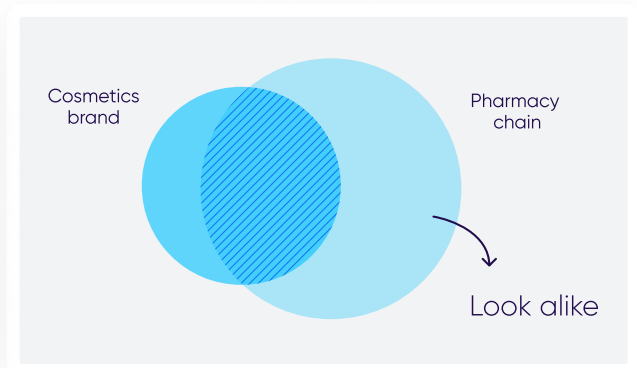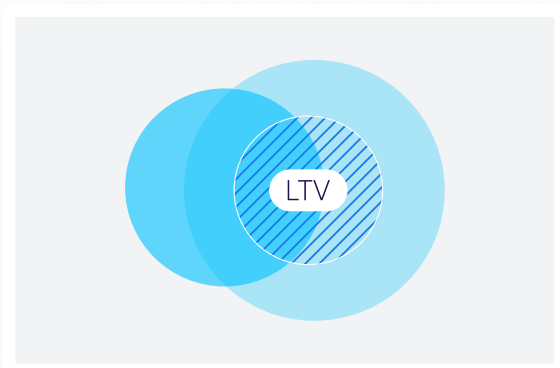
Challenge

A leading cosmetics brand needed to grow their sales and was looking for effective ways to reach high-value customers. However, they had maximized the potential of their limited first-party data on their paid advertising campaigns and needed a targeted and structured solution to further their reach.

The cosmetics brand decided to explore advertising with commerce media networks and partnered with a leading pharmacy chain to utilize their onsite (owned) and offsite (third-party) channels for growth.

Solution

To meet this challenge, the cosmetics brand and pharmacy chain partnered with the AppsFlyer Data Collaboration Platform. AppsFlyer's focus is to facilitate collaboration that powers growth, and the platform's robust solution enables precision segmentation capabilities.

4.6 M	9.1 M
Cosmetics brand data	Pharmacy chain data

3x

Return on ad spend
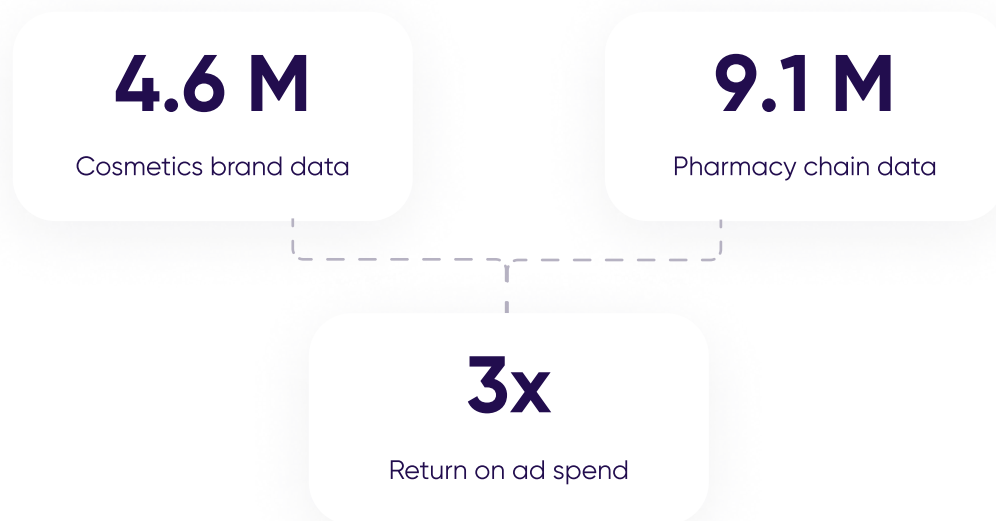
Utilizing AppsFlyer's platform, which is powered by a data clean room that has received industry-leading recognition via the IDC and IAB, both parties could rest assured that all first-party information would be kept private and secure. This was

specifically impactful for the cosmetics brand, which has limited data, when working with the pharmacy chain, that has over 50 million records of active customers on file.

- Acquire new customers: Based on the attributes identified within the cosmetics brand's data, the AppsFlyer Data Collaboration Platform enabled the pharmacy chain to extract a targeted customer list that shared similar demographic and shopping habits
- Re-engage high LTV customers that churned or did not maximize their potential: The cosmetics brand and the pharmacy chain identified overlapping customers, and utilizing the pharmacy chain's larger customer graph, the identified "under-performing" cosmetics customers that were prime targets to become buyers of the cosmetic brand's premium products.

With these two goals and unique audiences in-hand, the pharmacy began activating the campaigns across their onsite and offsite channels.

Impact

The campaign ran over the course of weeks and were a/b tested alongside a control group from each audience to truly determine the impact.

> **With both segments, and despite the short span, the campaigns returned 3X ROAS compared to the regular impact.**

Reaching thousands of buyers, these campaigns not only generated increased sales and ROAS but also drove high engagement with the cosmetics brand in general. Specifically, delving into the campaign details, the cosmetics brand is now able to identify more upsell opportunities for specific segments, to transition more economy buyers into buyers of their premium and high-end products.

Gearing toward continuous growth

With the current success under their belt, the cosmetics brand and pharmacy chain have identified that their collaboration yields opportunities for continued and mutual growth. Utilizing the AppsFlyer Data Collaboration Platform, they are tapping into the robust, built-in measurement and insights capabilities to build additional audiences that can fuel future growth.