



CASE STUDY: FEELUNIQUE

LEADING BEAUTY E-COMMERCE SITE SEES A 56% REVENUE UPLIFT

FeelUnique – a leading international health and beauty brand – was experiencing low conversion rates on their digital advertising campaigns and wanted to better engage prospects with more personalised creative and messages. The company was keen to utilise and experiment with new approaches and technologies to achieve that goal. By leveraging Nielsen Marketing Cloud’s psychographic data offering, FeelUnique was able to significantly increase sales for the duration of the campaign.

 <h2 style="margin: 0;">GOALS</h2> <ul style="list-style-type: none"> Improve creative engagement Drive site conversion Increase return on ad spend per impression 	 <h2 style="margin: 0;">SOLUTION</h2> <p>VisualDNA audience segments based on personality type: High Openness, Low Openness, High Extraversion, Low Extraversion</p> <p>Produce creatives: Each segment received a tailored creative</p> <p>Serve tailored messaging and creative to each segment:</p> <ul style="list-style-type: none"> People with High Openness received a bold, confronting message People with Low Extraversion received a softer sell
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RESULTS

1000+

CHECKOUTS

138%+

UPLIFT ON THE MOST SUCCESSFUL CREATIVE

+56%

REVENUE UPLIFT VS. THE CONTROL



ICOM DATA CREATIVITY AWARDS NOMINATION

REAL SCIENCE. REAL RESULTS.

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