

Elemis – Bespoke Audiences

Using Experian data to accurately reach audiences on Facebook

About

ELEMIS, a luxury British skincare brand, delivers pioneering, clinically trialled formulations and services for the face and body. Every ground-breaking formula is an innovative blend of science and nature, carefully crafted by a dedicated team of explorers, scientists and skincare experts.

Working closely with their agency Merkle Periscopix (who use Experian data to help Elemis connect with their customers), Elemis has successfully executed a number of digital campaigns since 2017.

Challenge

When Elemis launched their brand-new Superfood Skincare System range in January 2018, they wanted to make use of Merkle Periscopix's expertise in paid social to reach a bespoke audience that would be interested in their new plant-based product range.

Solution

To reach the most relevant customers and enhance campaign performance, Experian created a bespoke 'Vegan Centric' audience using a range of in-depth, accurate and verified data, in addition to other data sets such as lookalike audiences and CRM customers.

Once the audience had been created, Merkle Periscopix activated a Facebook lead generation sampling campaign to engage with existing and potential new Elemis customers.

Elemis wanted to:



Raise awareness for their new product range



Get existing and new customers to test the range by signing up for a free sample



Generate 7000 leads

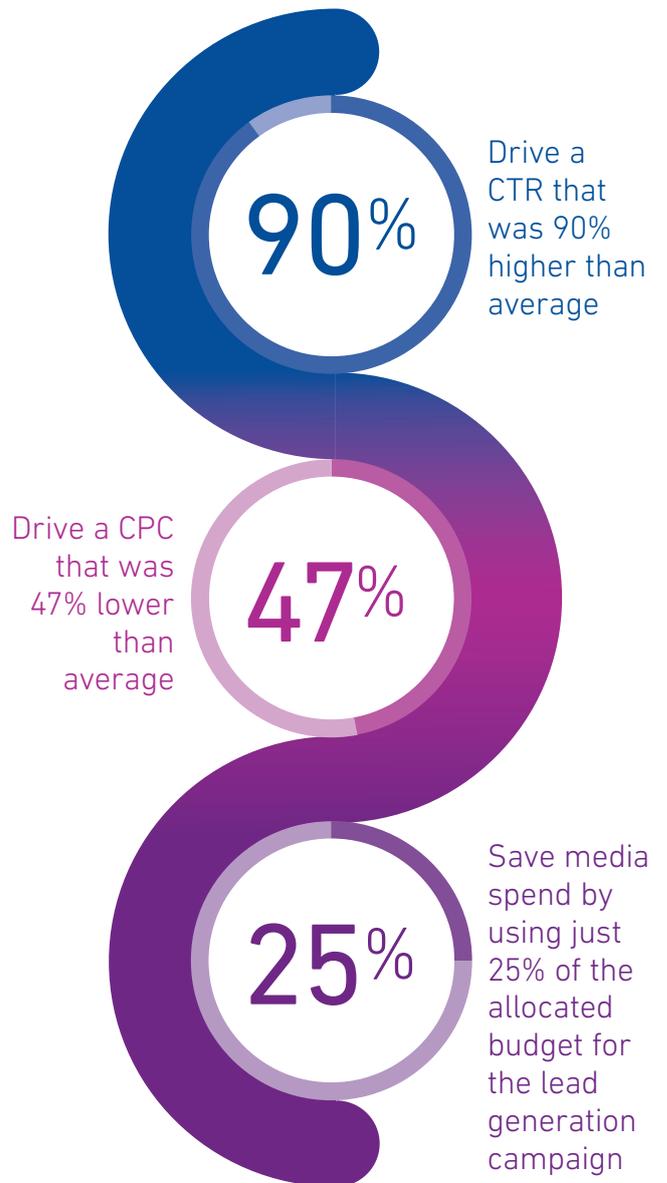
Elemis - Bespoke Audiences

Results

By using a data-driven marketing approach that included targeting Experian's 'Vegan Centric' bespoke audience on Facebook, Elemis reached their objectives while also being able to:

“The service provided from Experian was excellent; upon sending over our brief, our Experian contact immediately provided audience suggestions and had these live in our account in a matter of days. The Experian audience we used for the So Post campaign drove a CTR 90% higher than the account average.”

— Elizabeth, Paid Social Account Manager



To find out more about Bespoke Audiences please contact us:

T: 0845 234 0391

E: marketing.services@uk.experian.com

Registered office address:
The Sir John Peace Building, Experian Way,
NG2 Business Park, Nottingham, NG80 1ZZ

www.experian.co.uk

© Experian 2018.

Experian Ltd is authorised and regulated by the Financial Conduct Authority. Experian Ltd is registered in England and Wales under company registration number 653331.

The word "EXPERIAN" and the graphical device are trade marks of Experian and/or its associated companies and may be registered in the EU, USA and other countries. The graphical device is a registered Community design in the EU.

All rights reserved.