

audigent + LAGOS

Audigent Drives Incredible Returns for LAGOS DTC Campaign

Audigent, Modco Media, and LAGOS teamed up to create a DTC campaign focused on driving direct sales on LAGOS.com. Featuring a range from their designer collections including Smart Caviar – a fine jewelry bracelet for the Apple Watch, Audigent launched a compelling media and audience strategy that was highly targeted within LAGOS' campaign objectives.

Powered by 1st party opt-in audience data, Audigent was able to identify and connect with high value customers across social platforms and the open exchange that drove incredible ROAS for the brand.

After placing Audigent's proprietary code on their web store, Audigent also created a "banked audience" of users for LAGOS that provided key insights about their core customer that was used in real-time to optimize performance continuously throughout the campaign.



Campaign ROAS

14.7x

Conversions

1,284

Audience Strategy



Lifestyle Content Consumers



Health & Wellness Consumers



In-Market for Fine Jewelry



Gift Givers



Fashion Lovers

"Working with Audigent was a dream! Our campaign significantly **surpassed our sales goal**. Audigent's strengths are their honed targeting strategy and 1st party audience data. Therefore, we were able to reach the right customer at the right time with a high quality, brand-enhancing ad."

Amanda Willinger
Chief Digital Officer, LAGOS

Audience Highlights

Lifestyle Content Consumers

Made up of exclusive 1st party data from premium Lifestyle publishers, the women within this audience proved to connect with LAGOS' messaging, content, and product suite.



Clicks: 5,165
ROAS: 16.2x

Social

Health & Wellness Consumers

In order to align with LAGOS' Smart Caviar line of fine jewelry bracelets for the Apple Watch, Audigent created this custom audience segment of women who are actively engaging with Health & Wellness content across our premium publisher partners.



Clicks: 5,887
ROAS: 13.2x

Social

In-Market for Fine Jewelry

This standout in-market segment led the field in performance across programmatic display with our trading team being able to hone-in on highly engaged users across the open web to drive outstanding returns.



Clicks: 3,862
ROAS: 24.4x

Clicks: 5,972
ROAS: 13.9x

Social Display

Overall Performance

Campaign Length
78 Days

Total Impressions
14,208,532

Total Clicks
27,555

Key Takeaways

1. As the In-Market for Fine Jewelry audience drove 99% of revenue on programmatic display, Audigent recommends leveraging secondary in-market segments that align with the brand and campaign where applicable. (*In-Market for Luxury Fashion, etc.*)
2. When aiming to drive ROAS it is important to optimize towards high-value audiences vs. impressions and clicks. Do not be afraid of slightly higher CPMs!
3. Carousel units were the most successful on social as they highlighted multiple units and encouraged shopability. These should be used in any campaign featuring multiple products.