

An abstract graphic at the top of the page consisting of a dense network of thin, light-colored lines and small dots, resembling a complex web or data structure, set against a dark background.

# audigent<sup>®</sup>

**CASE STUDY**  
**Driving Sales for D2C Retail**

# Driving D2C E-Comm Sales for an International Retail Brand

Set to release a high-end line of products designed for the dedicated fans of a well known movie and television series, this international retail brand needed a data-focused media partner who knew how to reach their passionate fans across the programmatic landscape.

Audigent used an audience-first approach to create highly targeted audience segments based on the brand's psychographic profiles, as well as Audigent's exclusive 1<sup>st</sup> party data that led to remarkable campaign performance and the development of an owned audience asset for the brand.

## The Goals



Efficiently reach highly targeted audiences to drive direct sales through the brand's e-comm store



Due to this being a new product line, Audigent needs to build a full marketing funnel that moves people from awareness to purchase



Build and grow an owned audience asset that the brand is able to leverage both during and after the campaign for future sales

# The Strategy: Reaching True Fans

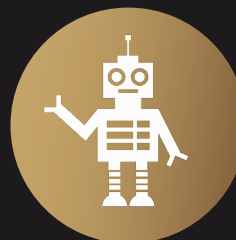
Audigent created a tailored audience strategy designed to accomplish the goals of the campaign by honing in on key content consumption patterns, affinities, and in-market data.

By using an audience-first strategy, Audigent generated a well-rounded approach to engaging an array of potential buyers that ultimately resulted in driving sales with unparalleled efficiency.



## Collectors

Made up of people who watch are fans of the movie saga and related TV shows including Science Fiction fans



## Technophiles & Gamers

The members of this audience love all things tech-focused and were considered prime buyers for these collector edition products



## Mothers & Fathers

This custom audience was designed to reach mothers and fathers who want to share their love of their favorite movie characters with their children



## Gift Givers

This unique audience was created to reach people who are shopping for that perfect something for all of the special someone's in their life



# The Results:

By targeting exclusive audiences and implementing key optimizations throughout the campaign, Audigent ran a compressive strategy that ultimately drove over \$2.9 MM in revenue.

## Campaign Details

**Flight Length:** 92 Days

**Budget Spent:** \$540,183

**Strategies:**

- Social
- Display
- YouTube
- OTT / CTV
- Video

Impressions Served

**61,152,316**

Total Clicks

**845,108**

CTR

**1.38%**

Total Conversions

**50,746**

Total Revenue

**\$2,911,428**

ROAS

**5.39x**

# Full Funnel Success

Audigent executed a successful full funnel strategy by optimizing the campaign throughout the flight to efficiently move people from awareness to final purchase.

**Page Views:**

+99% ↑

**Average Daily Users:**

+127% ↑

**AWARENESS**

**Daily Product Views:**

+117% ↑

**Add To Cart:**

+75% ↑

**CONSIDERATION**

**Daily Purchases:**

+31% ↑

**Average Daily Revenue:**

+34% ↑

**PURCHASE**



# Building an Audience Asset

Once we add a new audience member to a partner's audience bank, we can acquire additional attributes (from that point forward) to better understand each consumer. This allows us to retarget people in the future at the lowest spend possible.

Growing a partner's owned audience is part of a long term strategy that is designed to build brand relationships and cultivate genuine conversation.

Acquired Audience

**1,739,992**

Cost Per Audience

**\$0.31**



**EXCELLENT**

The Audigent Benchmark runs \$0.45 - \$0.50 depending on the brand and it's established SOV.

# Keys to Success

There are several factors that lead to the success of this campaign. By following these four simple guidelines, Audigent was able to set this campaign up to surpass benchmarks and drive a substantial return on ad spend for this campaign.



## Code-On-Page

By placing Audigent's code across the brand's e-comm store two weeks prior to launch, Audigent was able to gain valuable audience insights that influenced the campaign.



## Coordination

Coordinating the product drops and campaign launch to happen at the exact same time allowed for maximum market penetration and clear communication to buyers.



## Product-Focused Creative

People want to see what they are buying! Make sure to feature the awesome products that are available directly on the creative..



## Timely Delivery

Ensure all creative assets are in hand at least 48 hours before launch. This allows our team time to upload, QA, and navigate any issues with approval.



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