

Alcon | audigent®

Audigent Improves Alcon Sign-Ups by 27% Using Curated PMPs

Alcon's Challenge:

Alcon, a global leader in eye care, saw growth in the contact lens market, but with increased customer demand came greater competition. The already fractured and ultra-competitive market caused Alcon to struggle with their DTC capabilities and brand recall among key gatekeepers — in-store providers.

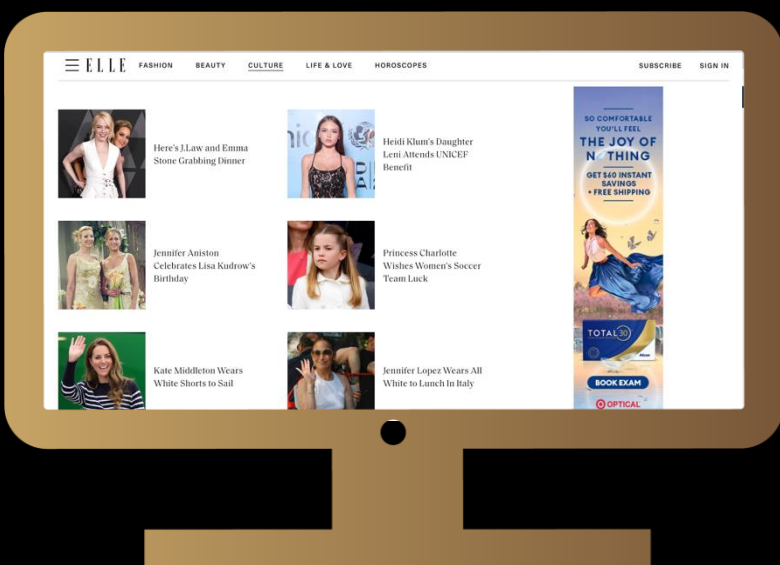
Audigent's Solution

Audigent utilized curated private marketplaces (PMPs) to target a wide array of audiences that matched Alcon's key personas. Then, they used the real-time campaign data to inform on-the-fly optimizations and further boost performance via Audigent's data-management platform (DMP).



“Our partnership with Audigent has been transformative. Their cutting-edge data solutions have led to strong KPI and campaign performance. Together, we've successfully navigated the complexities of the media landscape as they exist today, especially in our category and retail activation space. Their team's expertise and commitment have been instrumental in achieving our business goals.”

Logan Pepchinski
Assoc. Dir., Customer Strategy
& Channel Marketing
Alcon



Results

Through curation, **Audigent exceeded Alcon's target KPI by 27%**, reducing the cost per online eye exam by 87% from the start of the optimizations.

Beyond the direct marketing goals, curation helped build general awareness and interest in Alcon. During the program's quarter, a key segment achieved a +1.5 share gain for Alcon, the brand's highest single quarter year to date, and revenue grew +32% in a second segment.

Finally, as a further testament to the success of curation, Alcon shifted their budget from another partner to Audigent during the campaign.

