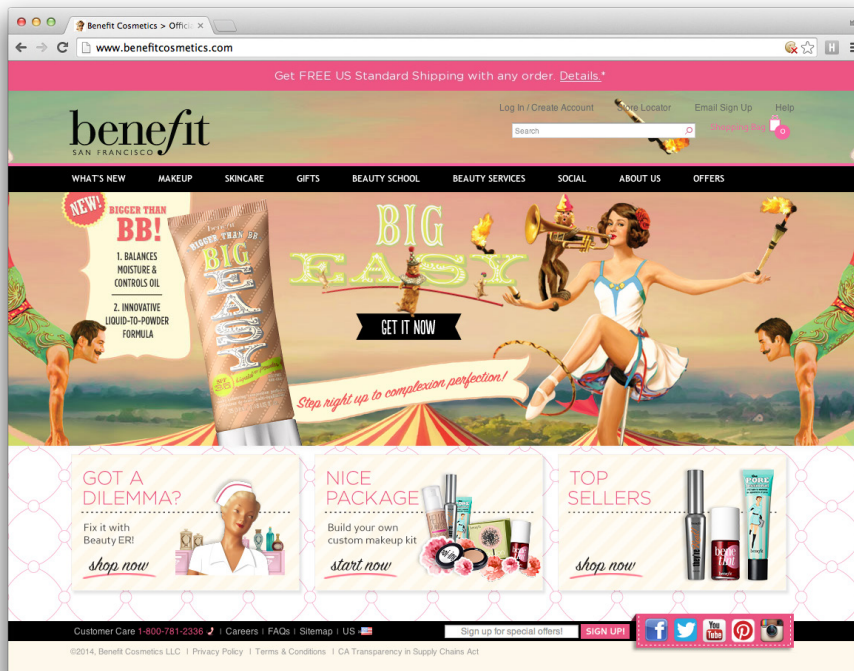


The Benefit of full-funnel retargeting for e-Commerce & retail sales

Benefit Cosmetics, an internationally known cosmetics manufacturer, is featured in 4,000+ stores in more than 35 countries. Benefit also has a digital presence to drive e-Commerce and promote the brand where consumers are researching online. In an effort to increase both online and offline sales, Benefit turned to AdRoll to target key audiences at different stages of the purchase funnel based on their level of engagement & demonstrated intent on benefit.com.



Benefit worked closely with AdRoll to test ads on Facebook and the general web, improve ad creative, and optimize bid strategies. To maximize campaign performance, Benefit ran over 20 creative variations featuring different products and branding to identify the highest-performing ads. To drive retail sales, Benefit geo-targeted markets with a known concentration of high-value customers, and restricted regions that yielded lower-value conversions.



Results

Retargeting on Facebook

8.5x ROI (versus **3.3x ROI** on standard display; based on a 100% click-through and 30% view-through attribution)

2.2x CTR increase compared to standard display product campaign

91% CPC and **81% CPM** decrease in costs compared to standard display

News Feed Dynamic Creative

11x CTC rate increase compared to standard display dynamic creative

5.6x CTC rate increase compared to static News Feed ads



We've had a long-standing relationship with AdRoll and they've been an extension of our marketing team. They fully understand our industry and goals, and are always finding new, innovative ways to maximize sales and promote our brand.

—Bridget Zingale, E-commerce Marketing Manager at Benefit

Personalized advertising in the Facebook News Feed

To create a personalized user experience and scale ads globally across their retargeting programs, Benefit took advantage of AdRoll's dynamic creative solution directly in the Facebook News Feed. Benefit web visitors were shown ads for specific products they had viewed and recommended products as they browsed their Facebook accounts. These ads resulted in a significantly higher conversion rate. Bridget Zingale, e-Commerce marketing manager at Benefit comments, "We know our audience spends a large portion of their time on Facebook, and AdRoll has been a key driver in re-engaging them to convert. With no additional engineering resources, we launched AdRoll's dynamic ad product on the Facebook News Feed, and it has 5.6x higher conversion rates compared to the static ads. We couldn't be happier with performance."

At a Glance

Industry: Beauty

Location: San Francisco, CA

Use Case: Driving online and offline sales, scaling advertising

Products Used: Site Retargeting, Retargeting on Facebook Exchange, Advanced Segmentation, Dynamic Creative