

# Global Beauty Retailer Increases Online Sales with Contextual Targeting and Programmatic Media Solutions

## Overview

An emerging online retailer in the global makeup and beauty industry partnered with Digital Mouth to reach new qualified shoppers and improve advertising performance using precise targeting methods and granular reporting. As more digital-first, beauty companies vie for the attention of consumers, a contextual programmatic strategy was leveraged to break through the noise and increase brand engagement and online sales.

## How We Did It

### Audience Behavioral Targeting

Keyword search retargeting (~1,285 keywords) were used to reach two audiences of in-market shoppers: women who were actively looking for cosmetics and men searching for terms related to women's gift ideas. Additionally, Site Retargeting allowed the brand to re-engage potential customers by serving ads to website visitors who did not complete a purchase.

### Page Context AI Targeting

Audiences were also segmented based upon relevant content being consumed, more specifically phrases that were "in context" for the brand, e.g. organic cosmetics. Cross-device graphing enabled the brand to reach and track users across all user devices, regardless of the device on which they conducted a search or visited the brand's website.

### Native Programmatic

Leveraging native contextual advertising, Digital Mouth served hyper-relevant, multi-channel media across multiple user devices to deliver a cohesive browsing and ad experience for potential customers from consideration through conversion – all while building trust and maintaining brand safety.

### Transactional Reporting & ROAS

Transaction value reporting on the sales generated from advertising efforts allowed for quick and accurate analysis of campaigns. Implementing this type of reporting enabled the brand to analyze trends and to easily calculate the ROAS by dividing the total transaction values by the campaign spend.

## The Results

**19K**

Attributed Online  
Purchases

**\$1.2M**

Campaign  
Revenue

**\$1.25**

Total Display  
CPSV

**800%**

Campaign  
ROAS

**22.5%**

CTV Conversion  
Rate

