



Luxury brand increases sales by 47% as part of its awareness campaign

The beauty and skin care brand wanted to increase consumer awareness around a new product range, whilst explore how advanced contextual intelligence could help drive engagement and capture sales.

Methodology

The 4D team implemented a comprehensive context + sentiment targeting strategy, focusing on reaching consumers in-the-moments that matter, whilst tapping into marketing opportunities.

4D expanded the brand's targeting parameters to include:

- ✦ New mothers exploring beauty products to enhance their changing body
- ✦ Consumers focused on healthy living
- ✦ Sustainability
- ✦ Conquest of competitive beauty brand



Results

4D outperformed YouTube, Instagram and Pinterest delivering one of the highest awareness strategies the luxury brand had seen, driving up sales and delivering strong consumer engagements.

↑ 47% Sales Uplift

↑ 56% Higher CTR

↑ 24% Revenue Increase