Luxury fashion brand sees 131% ROAS with 4D

A high-end luxury fashion brand wanted to drive brand awareness for new consumers. The brand was seeking a contextual partner to better understand the content its target audiences were engaging with.

Methodology

4D targeted video content surrounding the brand to raise awareness. Working with the 4D Client Success Team, contexts were split into four segments, targeting four major streams of across:

- Luxury
- Fashion
- Lifestyle
- Finance and Investment

4D mapped the brand's consumer genome, enabling the brand to reach consumers in more relevant places while driving better performance.

Results

The fashion brand expanded its scale by reaching new consumers using a broad keyword list curated with 4D. Through the combination of high-performing correlated contexts from the brand genome - and removing underperforming contexts - the brand saw maximized cost-effectiveness.

Refining 4D targeting did not cannibalize fashion-related content. Instead, using the Brand Genome from other partners, 4D was able to find adjacent, engaged users and potential new customers.

⬆ **131%** Return on Ad Spend