

Conversant Acquisition helps beauty retailer reach new customers efficiently and effectively



Acquisition's advanced modeling makes 1+ trillion daily decisions across thousands of predictions to find the right audience for our clients.



Challenge

- A popular beauty retailer wanted to reach new customers who looked like their existing customers.



Solution

- To create a custom lookalike model, we identified their top customers based on purchase recency, frequency and monetary value.
- Then we found similar consumers to message from among our 200M+ individual profiles.
- We delivered personalized messaging across their channels and devices, excluding the company's existing customers.



Results



1.7M+

New-to-file customers



\$4.24

Cost per new-to-file customer



\$100M

Messaged revenue, based on an investment of \$7.4M