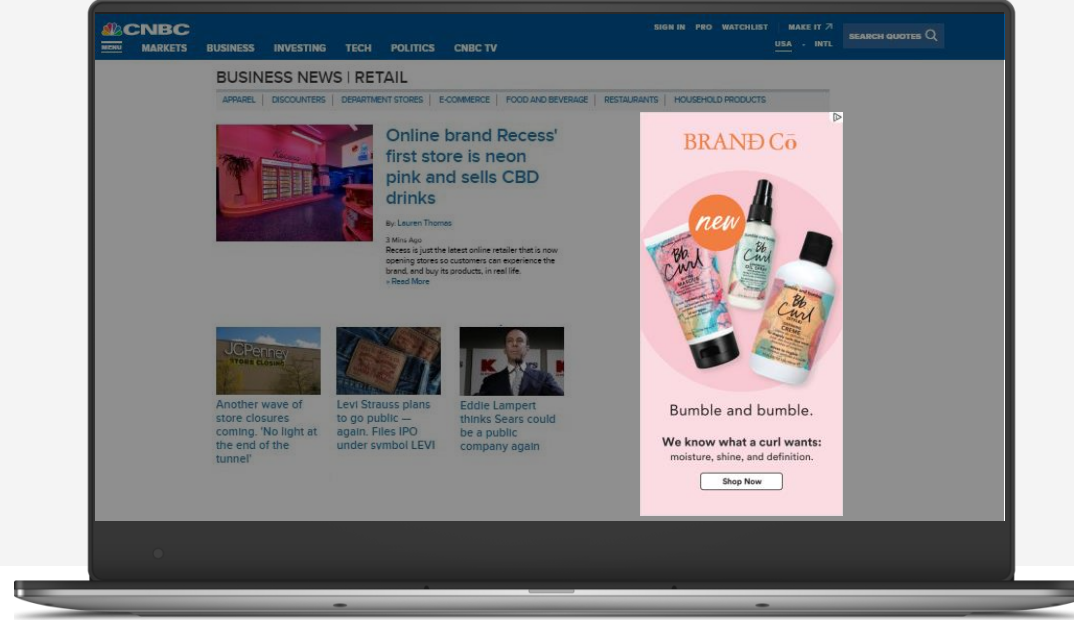


# Conversant Partner-Funded helps beauty retailer reach in-market shoppers to maximize brand partner sales



**Partner-Funded** helps brands maximize the return on partners' budgets by accurately delivering digital messages to the right in-market shoppers, driving sales of their partners' products both in the brand's stores and online.

CASE STUDY



## Challenge

- A leading beauty retailer wanted to increase sales of a brand partner's specific SKU.
- They also wanted to use the results to advocate for more partner-funded programs.



## Solution

- Using multiple data points, we modeled an audience to include those most likely to buy the specific SKU.
- With our 200M+ individual profiles, we found a large audience online to serve co-branded (client & partner) messaging.
- With detailed reporting at the SKU level, our client proved that the messaging drove revenue for the partner brand.



## Results



**99M**  
People messaged



**\$1.1B**  
Messaged revenue



**46**  
Campaigns