

# Conversant Retention helps beauty retailer engage existing customers with personalized messaging



**Retention** combines a brand's customer knowledge with an unprecedented amount of actionable consumer insights, enabling the most compelling conversation with each customer.

CASE STUDY



## Challenge

- A popular beauty retailer wanted to deliver personalized messages to its existing customers to drive online and in-store purchases.



## Solution

- We matched 77% of their buyers and site visitors to our 200M+ individual profiles.
- Then we reached 74% of them with dynamic, personalized messaging.
- We messaged them across an average of 5.7 points of contact, including devices and browsers, until they made an online or in-store purchase.



## Results



**\$4.8B**

Messaged revenue, \$712M online & \$4.1B offline



**\$255M**

Incremental return on ad spend (online & offline)