



High Street Pharmacy

AirGrid | MiQ

Goal

High Street Pharmacy's main objective was to drive sales of health products, such as multivitamins via their online store. With a focus on educating people about the benefits of vitamin D supplementation during the winter months.

Solution

The campaign used a number of varied tactics to satisfy the client's goal including; contextual, keywords, domain lists, private marketplace deals, 3rd party audiences and AirGrid audiences.

Custom AirGrid audiences were built to segment users who have an interest in their personal health and well being, which in turn meant they have a higher propensity to make a purchase.

AirGrid audiences are created via a direct integration with premium publishers. This allows the segmentation of users without the use of cookies or personal identifiers, directly in the browser to ensure full privacy for individuals, whilst providing performant addressability for marketers and increased yield for participating publishers.

Results

The campaign's primary metric was CPA, to help drive new sales of vitamin products. The campaign was set up as an A/B test and a head to head with 3rd party audience data. AirGrid audiences achieved:

7.4x ↑

uplift in **CVR** vs the control strategy.

57% ↓

decrease in **CPA** vs 3rd party audiences.

153%

increase in the **CPM** for publishers across cookieless browsers.