



# How did digital advertising increase awareness and trial of Kimberly-Clark's GoodNites® at select club retail locations?

MAXPOINT SPOTLIGHT  
CPG BRAND

## Goal

Leverage online sample requests to increase product awareness and trial of GoodNites® underpants to a highly specific audience at select club retail locations nationwide.

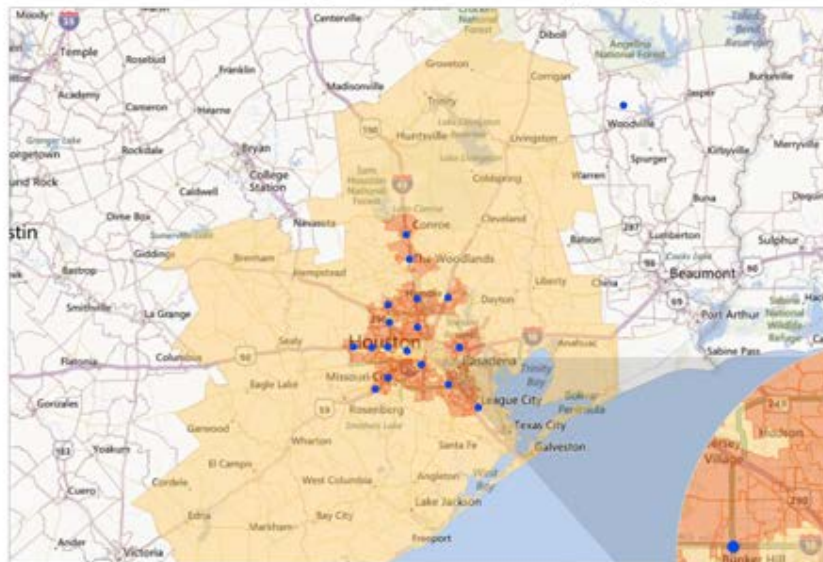
## Strategy

MaxPoint targeted neighborhoods within six to eight miles of club retail locations that over-indexed for women ages 25–54 with children ages 4–7 and that over-indexed for purchases of GoodNites. Neighborhoods that met the audience profile were served a digital ad for GoodNites, driving traffic to the retailer's website to request a free sample, and to purchase the product in store.

## Results

Kimberly-Clark saw a 77% higher CTR than industry average<sup>1</sup> and campaign led to multiple campaign renewals at more than two times the initial campaign spend. MaxPoint eliminated 81% of wasted impressions from traditional DMA households that didn't meet the audience profile.

## Houston Targeted Campaign



- Traditional DMA Targeting
- MaxPoint Neighborhood Targeting
- Store Location(s)

