



How did digital advertising increase awareness of Kimberly-Clark's U by Kotex® and drive product trial at club retail locations?

MAXPOINT SPOTLIGHT
CPG BRAND

Goal

Leverage online sample requests to increase product awareness and trial of U by Kotex® products to a highly specific audience at select club retail locations nationwide.

Strategy

MaxPoint targeted neighborhoods that over-indexed with female adolescents ages 18–25, within an 18-mile radius of Club retail locations. Neighborhoods that met the audience profile were served a digital ad for U by Kotex, driving traffic to the retailer's website to request a free sample, and to purchase the product in store.

Results

The campaign exceeded Kimberly-Clark's expectations by resulting in more than 5,000 product samples requested. The company saw a 55% higher CTR than the industry average.¹ MaxPoint eliminated 71% of wasted impressions from traditional DMA households that didn't meet the audience profile.

Chicago Targeted Campaign

