



How did Kimberly-Clark use digital advertising to increase product awareness and trial of its Huggies® Snug & Dry diapers at national club retail locations?

MAXPOINT SPOTLIGHT
CPG BRAND

Goal

Leverage online sample requests to increase product awareness and trial of Huggies® Snug & Dry diapers to a highly specific audience at select Club retail locations nationwide.

Strategy

MaxPoint targeted neighborhoods that over-indexed for women ages 18–34 with children ages 0–2 and for purchases of Huggies and competitor brand diapers within six to eight miles of club retail locations. Neighborhoods that met the audience profile were served a digital ad for Huggies Snug & Dry diapers, driving traffic to the retailer's website to request a free sample, and purchase product in store.

Results

Kimberly-Clark saw a 500% lift in Huggies Snug & Dry free sample requests online and also saw an 89% higher CTR than industry average¹. The campaign led to multiple campaign renewals at more than three times the original campaign spend. MaxPoint eliminated 94% of wasted impressions from traditional DMA households that didn't meet the audience profile.

Minneapolis Targeted Campaign

