

How did a national cosmetics brand use digital advertising to generate awareness of its lipcolor sticks among Hispanic women?

MAXPOINT SPOTLIGHT
COSMETICS BRAND

Goal

Generate awareness of the brand's double-ended lipcolor sticks among Hispanic women nationwide.

Strategy

MaxPoint used its Digital Zip® technology to target neighborhoods that over-indexed for Hispanic women ages 18–34 who had previously purchased the brand's cosmetics. MaxPoint delivered digital ads on both English- and Spanish-language sites to the neighborhoods that met the brand's ideal shopper profile.

Results

The brand achieved a 233% higher CTR than the industry average¹, which led to the addition of incremental budget during the last one-third of the campaign's flight. With its hyperlocal digital advertising solution, MaxPoint was able to eliminate 78% of wasted impressions from traditional DMA households that did not meet the ideal shopper profile.

Dallas Targeted Campaign

