



## Well-Known National Beauty Retailer Uses All-Screen Video and Display to Reach and Engage Target Consumers

In today's modern living room, reaching the right consumers and capturing their attention while staying at home, balancing work and personal commitments, can sometimes be challenging. To keep beauty and wellness top-of-mind, a leading national beauty retailer used the power of All-Screen video and Display ads to engage viewers when and where they were most likely to be receptive to its brand message.

### CAMPAIGN DETAILS

- **VERTICAL:** Beauty Retailer
- **AD TYPE:** Display
- **FLIGHT:** April 2020

### OBJECTIVE

Reach target consumers streaming video content, while staying at home due to the Coronavirus/stay-at-home season, while also conquering competitor ads and incrementally reaching linear TV viewers.

### STRATEGY

The beauty retailer leveraged Tremor Video's TV Retargeting Solutions, powered by Alphonso, to conquer viewers of competitor ads. They also targeted female viewers (ages 18-49) who watched shows such as *Vanderpump Rules*, *The Bachelor* and *Real Housewives* to reach likeminded audiences. Lastly, the beauty retailer targeted audiences with an affinity towards beauty who were heavy streamers of Netflix, Amazon and Hulu.

### RESULTS

- Campaign achieved a CTR of **0.07%**
- **2.92M** reach of Unique Audiences with a frequency of **2.97%**
- Mobile performed **significantly better** than desktop in terms of CTR