



A Data Discovery Adds Value to a Campaign's Launch

Organizing inhouse data helps successfully outline measurement framework for campaign decision-makers

CHALLENGE

An advanced aesthetic technology manufacturer was preparing to launch its inaugural direct-to-consumer campaign in a new category—skin health—but needed to organize its inhouse data first.

STRATEGY

We identified an ideal test market, ripe for growth, and paired it with a control market that had similar characteristics regarding consumers' spending habits and their use of professional facial services. We combed through company data and conducted interviews with subject matter experts in the client organization to better understand our client's past sales performance.

- We outlined the current state of measurement and identified missing pieces in the data—which included geographic components and scattered customer IDs.
- We identified relevant sales benchmarks to help evaluate future performance.
- We noted opportunities to close gaps in measurement before campaign launch.
- We detailed a holistic post-campaign evaluation strategy involving onsite and sales metrics.

RESULTS

- Detailed a holistic post-campaign evaluation strategy involving onsite and sales metrics
- Grounded the client team in key performance indicators and how their business was currently pacing
- Provided clarity around previously unknown replenishment and customer account trends