

Case Study

Driving quality promotional activity and loyalty program sign ups for a large Health and Beauty Care brand

The Challenge: The brand, an expert in skincare, and their digital marketing partner, Catalina, wanted a replacement solution to threshold based promotions that also helped gain privacy compliant, marketing consented consumers for their loyalty program.

The Solution: They used Ourcart to create a customized solution to activate a promotion targeting consumers via their Owned & Operated platforms plus Catalina's media solutions. They ran a variety of communications for a four week period, offering cashback incentives for \$15 or \$30 single transaction purchases of participating products.

The Results: The response was exceptional. Over 9,990 consumers registered for their offer and gave marketing consent for future communications, and 6,057 purchased the product at local retailers (primarily Walgreens) and successfully received the cashback incentive. Over 75% of buyers, via a custom survey, confirmed they wanted to receive tips and personalized content.



Todd Schramek

Sr Director, Digital
Promotion Innovation

"Partnering with Ourcart was a major factor in the success of our campaign. The outcomes were remarkable, surpassing client expectations. In addition to adding almost 10,000 consented consumers to the brand's first-party dataset".

9,992 potential loyalty consumers **100%** marketing consent **61%** total conversion