



HEALTH & BEAUTY CASE STUDY

Lotame aggregates data unique to the social web allowing our participating brands to **locate, target, and message the sought after influencers** inside these communities. These influencers are your consumers, who will not only pay attention to your brand, but also become engaged with it by creating, uploading, and sharing content about it.

The following advertising campaign outlines the strategy taken by a national health and beauty brand and the measurable results Lotame was able to deliver for them.



- WHO:** National Health and Beauty Brand
- LOCATE:** Engaged consumers and influencers, who also demonstrate video interests
- TARGET:** DEMO: Adults, ages 25 – 54 / GEO: National
- MESSAGE:** Announce a contest to create a new catch phrase for their established health & beauty product.
- GOAL:** Generate increased awareness and discussion of the product in social media, using user-generated videos

HOW LOTAME HELPED THE CAMPAIGN:

- **Created a 33% increase in Ad Response Rates.** Users were much more likely to interact with the rich media banner more than in previous campaigns.
- **Reached new influencers.** Lotame successfully found new behaviors that responded better than the original target audience. These included users with an interest in Action & Adventure, Romance, Comedy, and Thriller movies.
- **Drove Awareness.** Through our patented Time Spent technology, Lotame was able to maximize awareness for the company by finding the optimal exposure time; 44 seconds per user.

DID YOU KNOW?

Almost half of US online adults read ratings and reviews at least once a month, and 19% post them.

** Forrester*

RESULTS YOU CAN BRAG ABOUT

Lotame's Business Intelligence team conducts thorough investigations into the audiences targeted for each of your campaigns and optimizes key brand metrics to enhance their performance, such as;

- Favorability
- Awareness
- Intent to purchase
- Buzz
- Intent to view
- Plus, many more metrics

In addition, all key findings are reported at the completion of your campaign in an easy to view video format and written report to help you understand the strengths and areas in need of improvement. To view a video sample of a Lotame End of Campaign Report, please visit: www.lotame.com/client_resources.php