

Rakuten Display gives The Body Shop full programmatic treatment

Beauty brand sees 99% YoY increase in new customer revenue with programmatic display campaign

Rakuten Display, the display and retargeting arm of digital marketing company, [Rakuten Marketing](#), is working with global beauty brand, [The Body Shop](#), to implement a full-funnel display solution with programmatic capabilities as the backbone.

The Body Shop is using Rakuten Display's solutions to help their multi-faceted strategy tap into new audiences, build existing customer loyalty, raise awareness for new product ranges and move to a more brand-led strategy. Desktop prospecting, retargeting and re-engagement are helping to deliver a consistent brand experience across the purchase funnel, honing in on the right customer, at the right time by picking the best display strategies.

Leading with the brand

A key initiative for The Body Shop is moving away from discount messaging in advertising to build greater brand-led stories that reach more affluent audiences and raise awareness for the recently revamped stores, website and customer experience. In particular, the launch of new skincare and beauty ranges present a huge opportunity for The Body Shop to tap into new audiences. By utilising programmatic buying through multiple DSPs and PMPs, The Body Shop is able to reach at scale its target demographics such as young mums and luxury audience segments.

Joanna St George, Digital Marketing Assistant Manager at The Body Shop comments, "The complexity of our marketing strategy has made programmatic an indispensable element in the on-going optimisation of our campaigns and is essential in driving the scale and reach we desired. Testament to this, Rakuten Display's synchronisation with our approach has achieved an unparalleled increase of 99% in new customer revenue over the year."

Engaging audiences

Creative execution plays an important part of communicating the brand's message. Working alongside Rakuten Display, The Body

Shop now uses video functionalities, UGC (User-generated content) and scroll functionalities in its ad inventory to showcase products and increasing 'in-ad' engagement in the process.

By using Rakuten Display's award-winning Ad Mapping Platform, The Body Shop is now able to create personalised dynamic ads that are delivered in real-time prioritising the customer journey. Ongoing creative optimisation through A/B testing dynamic and static banner iterations help to determine impact with new customers.

Since the work began, product ranges including Oils of Life, Drops of Youth, Spa of the World and limited edition Mojito have seen a 51% higher engagement rate compared to benchmarks set by similar beauty competitors. In particular, the Oils of Life range video generated an impressive 169% uplift in engagement.

More widely, results so far have been transformative. Working in accordance with The Body Shop's above the line marketing calendar and TV schedule, customer prospecting is producing a 9% yearly increase in revenue. Similarly, the retargeting campaign has seen more than a 78% increase in ROI. The focus on full price messaging targeting strategies is paying off, making up 39% of total revenue.

In light of the campaign's success, Rakhee Jogia, Regional Director, Rakuten Display Europe comments: "Programmatic is an incredibly complex and ever-changing space, but at the heart of this partnership with The Body Shop there are stand out creative experiences. Technology and automation can give marketers the tools to do the heavy lifting in today's environment but expert thinking around how and why we achieve our goals is what will take a campaign from strength to strength."

Next year, The Body Shop will focus on three key initiatives: activating the brand's own first party data to enhance programmatic performance, targeting customers across devices and further creative innovation and testing.

To find out more about the full campaign and The Body Shop's future plans, please [follow this link](#).